



Interzoo 2026

Die Weltleitmesse der Heimtierbranche.
World's leading trade fair for the pet industry.



PRESS RELEASE

May 2026

Interzoo week gets underway: World-leading trade fair offers five days packed with highlights for the international pet supplies industry

Wiesbaden/Nuremberg – The 39th Interzoo is set to take place in Nuremberg from 12 to 15 May 2026. WZF GmbH, the organiser of the world's leading B2B trade fair for the pet industry, has registered around 2,400 exhibitors from some 70 countries, making it the largest and most international event in its history. As well as an extensive display of the latest solutions and trends in the pet supplies sector, trade visitors can look forward to a wide-ranging supporting programme, which kicked off on 11 May 2026 with two conferences. Moreover, visitors from around 140 countries can enjoy numerous opportunities for discussions with the industry's decision-makers and innovators.

Interzoo 2026 offers a unique range of product and brand presentations with inspiration and innovations from established manufacturers, newcomers and startups from all around the globe. With around 2,400 exhibitors in 15 halls on a total display area of 150,000 square meters, two new all-day events, several mini-conferences, and the programmes on the Fresh Ideas Stage in Hall 3 and new Sourcing Stage in Hall 12, the leading international fair provides a complete overview of the latest developments and key trends in the global pet supplies industry, which earned over €189 billion last year.

Veranstalter:
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Durchführung im Auftrag
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Interzoo firmly positioned as the world's leading trade fair for the pet industry

One of Interzoo's unique features is its strong international reach. With an international exhibitor contingent of 87%, Interzoo showcases the offerings of the pet supplies market across all five continents. After Germany, the countries sending the largest numbers of exhibitors are China, Italy, Turkey, the Netherlands, Belgium, Spain, the USA, Poland and the UK. In addition, 16 countries will have their own national pavilions this year, including first-timers Thailand, Turkey and Spain. This year's event is expecting visitors from 140 countries. These exhibitor and visitor numbers underline the strong appeal of Interzoo as a leading international fair.

Another special characteristic of Interzoo is its unique blend of participants, which guarantees the unrivalled quality of the event. There are strict rules about who can visit the trade fair. Access is restricted to trade visitors and media representatives with appropriate credentials and accreditations, ensuring that participants are offered a trade fair experience of the highest professional standard. Thanks to its strong international contingent and exclusive visitor profile, Interzoo is the only B2B trade fair for the pet supplies sector that has been certified as a "UFI approved international event" by the UFI, the Global Association of the Exhibition Industry.

"Interzoo is both a tool and an enabler," says Gordon Bonnet, CEO of both WZF - Pet Industry Services and ZZF - German Pet Trade and Industry Association. "It is a place that brings people, markets and ideas together. And it is the product of a sector that operates with great responsibility, innovative strength, and genuine passion."

Interzoo 2026 – the most important trend barometer for the industry

Over almost an entire week in Nuremberg, exhibitors and trade visitors can delve deeply into current and future trends, experience innovations in multi-sensory exhibits, and discuss new developments with manufacturers and potential buyers.



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“Many companies showcase their new products for the first time at Interzoo. For us as organisers, this is always an incredibly special honour and proof that Interzoo is a driving force and the most important platform worldwide for contacting international decision-makers, buyers and key players in the pet industry,” says Dr. Rowena Arzt, Director Exhibitions at Interzoo organiser WZF.

Product innovations for all kinds of pets

Current data on pet ownership shows the vital role that animals play in the lives of many people. In many European countries, pet numbers increased last year. Overall, around 200 million dogs and cats, and some 80 million small animals, reptiles and birds are kept as pets, not to mention all the fish held in aquariums.

In Germany too, cats and dogs are the frontrunners: around one in four households in Germany has a cat (15.7 million), while dogs (10 million) come second in the popularity stakes, according to a survey by ZZF – German Pet Trade and Industry Association and IVH (Industry Association of Pet Care Producers). In addition, the pet population includes 4.4 million small animals and 3.3 million ornamental birds. Fish live in aquariums in 1.6 million households and in the garden ponds of 900,000 households. Moreover, home farming animals like chickens or quail are kept as pets in 600,000 households, while 500,000 households keep reptiles and amphibians.

The popularity of cats and dogs is also reflected in the core segments at the trade fair: 1,734 exhibitors are showcasing products for dogs, more than 1,400 exhibitors at Interzoo 2026 offer products for cats, and 299 exhibitors present products for small animals and rodents. Visitors can discover innovations from the aquarium segment at the stands of 245 exhibitors, while 106 exhibitors will be displaying new products for terrariums. There are 201 exhibitors with items for ornamental birds, and 139 companies offering products for animals in the garden and in home farming scenarios.



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Animal health a key trend

According to Norbert Holthenrich, President of the ZZF – German Pet Trade and Industry Association, the honorary sponsor of Interzoo, one product trend in particular stands out: “For many people, pets are part of the family and important companions. Accordingly, there is growing interest in preventive health solutions designed to support the well-being of pets and extend their life expectancy.” Functional pet nutrition and supplements are designed to support digestion, joints, or even mental health. Other manufacturers are focusing on skin, fur and dental care, as well as AI-assisted health monitoring and fitness trackers.

Alongside innovations in the field of pet health, there are also many sustainable innovations to discover at Interzoo. Whereas for dogs, many exhibitors offer food and snacks based on sustainable alternative protein sources like insects, the focus for cats is more on accessories and necessities. For example, numerous exhibitors offer sustainable cat litter made from innovative raw materials like coconut husks or olive pits.

Pet market enjoys stable growth: €189 billion worldwide

As market research institute Euromonitor reports, the global pet market achieved a sales volume of more than €189 billion (up 3.1 percent) last year. The biggest markets are North America, with more than €84.6 billion, and Europe, with around €52.4 billion.

In Europe, the British spend the most on pet supplies (€7.5 billion), followed by France and Germany with around €7 billion each. In Germany, bricks and mortar retail plateaued last year at €5.3 billion. Pet owners spent €1.5 billion on their pets online. In particular sales of cat food and snacks for cats and dogs have increased. Norbert Holthenrich comments: “The pet supplies market is growing, but in a more nuanced and challenging way than in previous years. The changes to underlying economic conditions present a challenge for the pet supplies sector and for animal lovers.”



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Thought leadership for the pet industry

The events held alongside Interzoo address the issues currently facing the international pet supplies market and provide guidance about the status quo and inspiration for the future to a sector that is becoming increasingly diversified. On 11 May 2026, a day before the start of the trade fair as such, the first Interzoo Sustainability Conference took place. During the one-day conference, CSR managers and sustainability experts received practical recommendations on the implementation of changing regulations and had the opportunity to discuss strategic perspectives with renowned sustainability experts. The Petfood Forum Europe, which focuses on manufacturing processes and ingredients in pet food, was held on the same day.

Over the week, the international pet grooming community can also look forward to a one-day event, the International Groomers' Day on 14 May 2026. Another new feature is the Sourcing Stage in Hall 12, which offers presentations on the current challenges in international procurement processes and supply chain management. On the Fresh Ideas Stage in Hall 3, there will be daily presentations of product innovations by well-known manufacturers and newcomers to the market.

Moreover, visitors and exhibitors can benefit from six Interzoo Academy sessions on the pet supplies markets in Europe, Asia, Canada and Brazil, and on the trending issues of healthcare and social media. At the US Partnership Pavilion, visitors can find out about business opportunities in the USA at a forum specially dedicated to this topic.

Curated special display areas on key topics

In 2026, the organizers of Interzoo have designed numerous special display areas to complement the product presentations at the exhibition stands. For the first time, there will be a terrarium showcase in the walkway between Hall 1 and Hall 3C, which will highlight the diversity of this product segment. With the AquaSphere in Hall 12, Interzoo provides a virtual experience of the fascinating world of aquariums. In the Mitte Entrance area, product showcases have been established where companies can present their main offerings for the various animal segments and address important trending issues like sustainability and healthcare. Overall, the product showcase will provide an overview of 245 products this year. German startups and international newcomers will present their innovative product ideas in special display areas located in Hall 3.



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A **programme overview with all details** on times, topics and speakers from the Interzoo supporting programme is available on the Interzoo app and under the link: <https://www.interzoo.com/en/events-programme>

Click here for an overview of **Press Events**
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Information about the organizer of Interzoo

[WZF GmbH – Pet Industry Services](#) is the owner and organizer of the world's largest international trade fair for the pet industry Interzoo in Nuremberg. WZF is a hundred percent subsidiary of the [ZZF – German Pet Trade & Industry Association](#) the founder and honorary sponsor of Interzoo. With around 2,150 exhibitors and 37,000 trade visitors from 140 countries, Interzoo is the undisputed world's leading international fair for pet supplies. Since 1988, WZF has engaged NürnbergMesse GmbH to operate the trade fair. Since the summer of 2020, [Interzoo Academy](#) has been offering specialist presentations on topics of interest to the pet supplies sector. With its business fields trade fairs and events, media work and public relations, education and the issuing agency for identification markings for protected species WZF makes an important contribution to the economic and communicative development of the pet industry.

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