



Interzoo 2026

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

12-15
May

Nuremberg,
Germany

CLOSING REPORT

May 2026

Record Interzoo 2026 sets the pace for the industry's global development

Wiesbaden/Nuremberg – The largest and most international Interzoo in history concludes today, 15 May, having set an impressive attendance record. The organizer, WZF – Pet Industry Services, reports that around 2,400 exhibitors from some 70 countries presented the latest products and services for dogs, cats, fish, small mammals, terrarium animals and other pets. The event welcomed approximately 39,000 trade visitors from over 130 countries, providing a global platform for the exchange of ideas and insights on industry trends and innovations.

"The record figures achieved at Interzoo 2026, both in terms of exhibitor and visitor numbers, demonstrate the outstanding importance of our trade fair as a platform for information and procurement, as well as a meeting place for the industry", says Norbert Holthenrich, President of ZZF – German Pet Trade & Industry Association, the honorary sponsor of Interzoo. He adds: "In addition to the positive overall atmosphere at the fair, the attendance figures reflect the significance of the event. This strong interest in Interzoo 2026 is also a very clear sign of the high social relevance of pets. At a time when interpersonal contact is increasingly taking place virtually, pets offer direct encounters in the here and now of the physical world. They are members of the family who are often cared for in a similar way to children. I was therefore delighted to see numerous exhibitors whose products are designed to support the well-being and health of pets."

The business highlight of the year for exhibitors and visitors from all continents

Interzoo is a global industry event. This year, over 87 per cent of Interzoo exhibitors came from abroad, whilst the proportion of trade visitors was over 70 per cent. "For many exhibitors and visitors, Interzoo week marks the most important date in the business calendar," comments Gordon Bonnet, CEO of ZZF and WZF, the organiser of Interzoo. "I am delighted that this year we have not only met the correspondingly high expectations, but in many cases even surpassed them. In face-to-face conversations in the exhibition halls and at the numerous supporting events, participants spoke very positively about the quality of the event and were optimistic about converting the contacts made into sustainable business relationships. During the trade fair and conference days from 11 to 15 May 2026, I was able to experience, as in previous years, the unique potential that lies in the

Veranstalter:
Organizer:



Ideeller Träger:
Honorary sponsor:



Durchführung im Auftrag
des Veranstalters:
Organization on behalf
of the organizer:



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personal encounters at our trade fair. Numerous exhibitors and visitors have indeed laid the foundations for their long-standing business relationships at Interzoo.”

Health and sustainability were two key trends at Interzoo 2026

According to the market research institute Euromonitor, the global pet market achieved growth of 3.1 per cent and a turnover of 189 billion euros. Preventive healthcare solutions for pets are a particularly dynamic segment. This market trend was clearly reflected at Interzoo 2026: many of the products presented there enable pet owners to become health managers for their pets.

The supporting programme for Interzoo 2026, which was tailored to trends in the pet industry, also reflected this development. For the first time, a dedicated Academy Session was held on the topic of healthcare. In addition, visitors had the opportunity to learn about national markets in North and South America, Europe and Asia during five Country Sessions. A concise conference was also dedicated to the topic of social media, providing participants with valuable insights into the latest trends in this field. The new Interzoo Groomers' Day for the international community of dog groomers was very well received, attracting around 200 participants.

Another key theme at Interzoo 2026 was sustainable development in the pet industry. On 11 May 2026, one day before the official start of the trade fair, the Interzoo Sustainability Conference offered participants from 30 countries a varied programme of presentations, workshops and discussions. The conference commenced with a keynote address by Elliott Harris, former United Nations Chief Economist and Assistant Secretary-General for Economic Development. The conference was attended by approximately 140 sustainability experts and pet industry managers. The focus was on practical insights, best practices and strategic perspectives, with the aim of driving relevant and measurable progress within their respective organisations and across the entire value chain. On the same day, the Petfood Forum Europe took place, which specialises in manufacturing processes and ingredients for pet food.

Things got particularly exciting during the pitch presentations for the Interzoo Sustainability Award 2026. Out of a total of 28 companies, dsm-firmenich was awarded the coveted prize for the sustainable development of functional algae-based ingredients used to enrich pet food with omega-3 to support animal health.

59 young companies and start-ups at two shared stands made Interzoo 2026 the hub of ideas for the pet industry

The vitality and entrepreneurial spirit of the pet industry were particularly evident at the "International Start-up Area" and "Young Innovators" shared stands: 27 Young



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Innovators from Germany and 32 international start-ups showcased their innovations at the world's leading trade fair.

At Interzoo 2026, the Fresh Ideas Stage was a particular highlight, with 37 start-ups and established companies presenting their solutions and products for the pet care of tomorrow to an enthusiastic audience. The most outstanding ideas were honoured at the Fresh Ideas Contest on Friday, 15 May 2026. mousebouncer GmbH was awarded first place. The German company developed an AI-controlled cat flap that uses facial recognition to prevent cats from bringing prey into the house. Kuro & Kai, a Spanish start-up that produces sustainable cat litter made from olive pits, was awarded second place. The Frankfurt-based start-up Lumiies, specialising in high-quality dog accessories, was awarded third prize.

In addition to the well-established Fresh Ideas Stage, Interzoo 2026 also featured the Sourcing Stage for the first time, a platform whose programme focused exclusively on solutions for successful cross-border procurement processes.

The high level of interest from the media is indicative of the significant global standing of the world's leading trade fair: 312 journalists and bloggers from 30 countries attended Interzoo 2026 to report on innovations and trends in the pet industry across radio, television, newspapers, trade magazines and online media.

"We are pleased to join the industry in celebrating a successful Interzoo week, which featured excellent discussions, promising business contacts, more than 110 conference sessions and numerous new formats where the pet industry could network, learn and do business. The substantial increase in the number of visitors, notably from Germany, is a positive indication of the industry's confidence in Interzoo. I would like to thank everyone who played such an active role in Interzoo. Interzoo is unique worldwide and is quite clearly a trade fair by industry for the industry," summarises Dr Rowena Arzt, Head of Exhibitions at Interzoo organiser WZF GmbH.

Interzoo ends today – but the next date has already been set: Interzoo 2028 will take place from 23 to 26 May 2028.

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Our services for journalists and media professionals

Interzoo Press Area: <https://www.interzoo.com/en/press>

Press Release Archive: <https://www.interzoo.com/en/press/press-releases>

Interzoo News Area: <https://www.interzoo.com/en/news>

Interzoo 2026 images for the press:

<https://nuernbergmesse.canto.de/v/interzoo/folder/QVAVN?display=fitView&viewIndex=1&gSortingForward&gOrderProp=name&referenceTo=&from=fitView>

Contact

Antje Schreiber (Head of Communications/Press Spokesperson ZZF / WZF)

T +49 611 44 75 53-14 / presse@zzf.de

Monika Seidendorf (PR Officer Interzoo)

T +49 611 44 75 53-32 / seidendorf@zzf.de

Ariana Brandl (Press Office NürnbergMesse GmbH)

T +49 911 86 06-82 85 / ariana.brandl@nuernbergmesse.de

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. At its last edition in 2024, it attracted around 2,150 exhibitors and 37,000 trade visitors from 140 countries. 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.

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF)

Mainzer Straße 10

65185 Wiesbaden – Germany

CEO: Gordon Bonnet

Commercial Register No.: HRB 23138 Amtsgericht Wiesbaden

VAT Identification No.: DE 113595781

interzoo@zzf.de

www.wzf-online.com