



Interzoo 2026

World's leading trade fair
for the pet industry.

Show report

Organizer:



Honorary sponsor:



Organization on behalf
of the organizer:



Follow us:



**12-15
May**

**Nuremberg,
Germany**

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About Interzoo



The world's leading trade fair for the pet industry

Interzoo is the world's leading trade fair for the pet industry. The bi-annual event and its conferences unite pet professionals from all industry sectors around the world for 5 days in Nuremberg, Germany.

In 2026, Interzoo delivered a record number of exhibitors and visitors as well as a worldwide unique degree of internationality. At the same time, Interzoo impressed with high satisfaction rates amongst all participants. As the most important, pure B2B-event for brands, innovators and decision-makers in the international pet industry, the trade fair showcased an exceptional variety of product innovations, trends, and services related to pets, and offered a high-quality supporting programme on different stages as well as three full-day conferences.

Leading companies and major associations use Interzoo as a platform to exchange ideas and shape the future of the pet industry.

This document provides you with an insight into major facts and figures of Interzoo 2026.

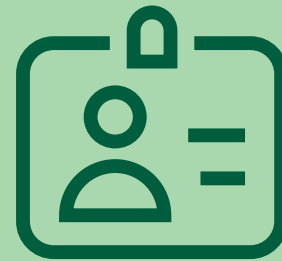
About Interzoo



The world's leading trade fair in numbers



2,400
exhibitors



39,000
trade visitors



70
exhibitor countries



133
visitor countries

About Interzoo



The world's leading trade fair in numbers



150,000
square metres



72%
international
visitors



15
exhibiting
halls

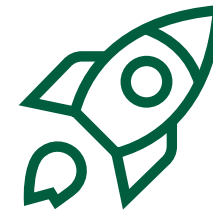


87%
international
exhibitors

Interzoo is in tune with the industry

Trade fair participants confirm Interzoo's global leadership role





98%
consider Interzoo as a
driver of innovation



97%
experience Interzoo
as an inspiring event



99%

confirm Interzoo's
leading role



97%

see Interzoo as an
important provider of
solutions for the
industry's future
challenges

Interzoo is a driver of successful business

Exhibitors are highly satisfied with high-quality leads and strong sales momentum





91%

were able to reach
their most important
target groups



95%

expect a follow-up
business due to their
trade fair contacts



90%

were able to
establish new
business relations



93%

plan to book a stand
at one of the next
Interzoo editions

Exhibitors' portfolio at Interzoo

 **Interzoo 2026**

Presentation of innovations in more than 13 segments



72% articles for dogs

59% articles for cats

14% aquaria and terraria

12% articles for small animals, rodents

10% pet food technology

8% articles for aviary birds

7% supplementary pet supplies

6% articles for animals in the garden

4% shop fittings, packaging

3% services, associations

Interzoo is an excellent platform for discovering innovations

Visitors value the breadth and depth of the product range





23-26
May

Interzoo
2028

Wo leading trade fair for the pet industry.
Die Leitmesse der Heimtierbranche.

 **Interzoo 2026**



95%

satisfaction with
tradefair visit



93%

intention to revisit
Interzoo 2028



Interzoo 2026



95%

satisfaction with the range of products at Interzoo

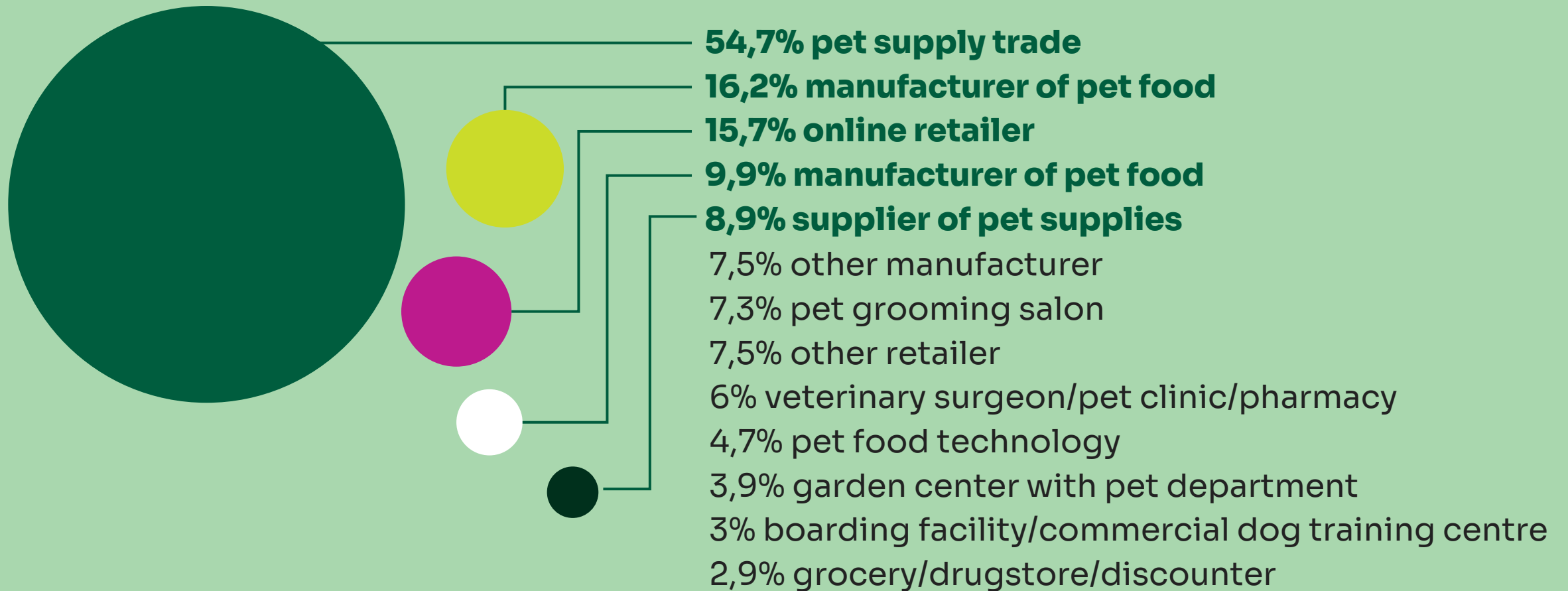


88%

are decision-makers or involved in purchasing and procurement decisions

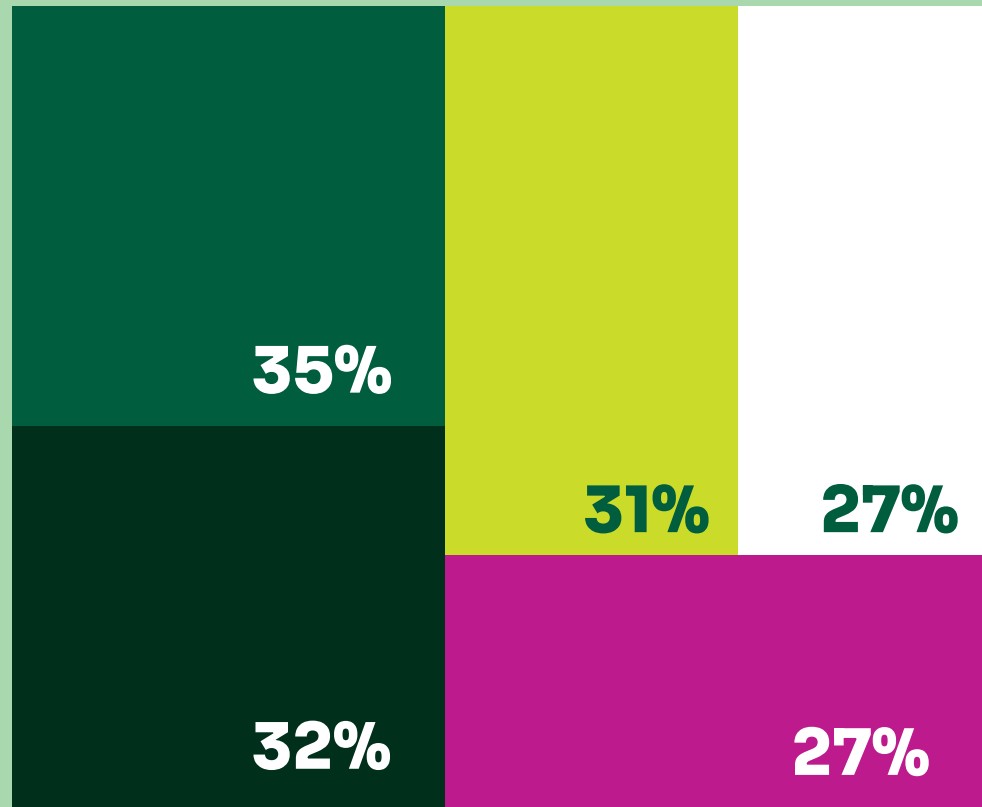
Visitors of Interzoo

Key players from a wide range of industries



Visitors of Interzoo

Reasons for visiting at a glance



35% making business contacts

32% gaining an overview of the market

31% maintaining business contacts

27% comparing providers and products

27% identifying trends and innovations

26% getting inspiration for your own projects

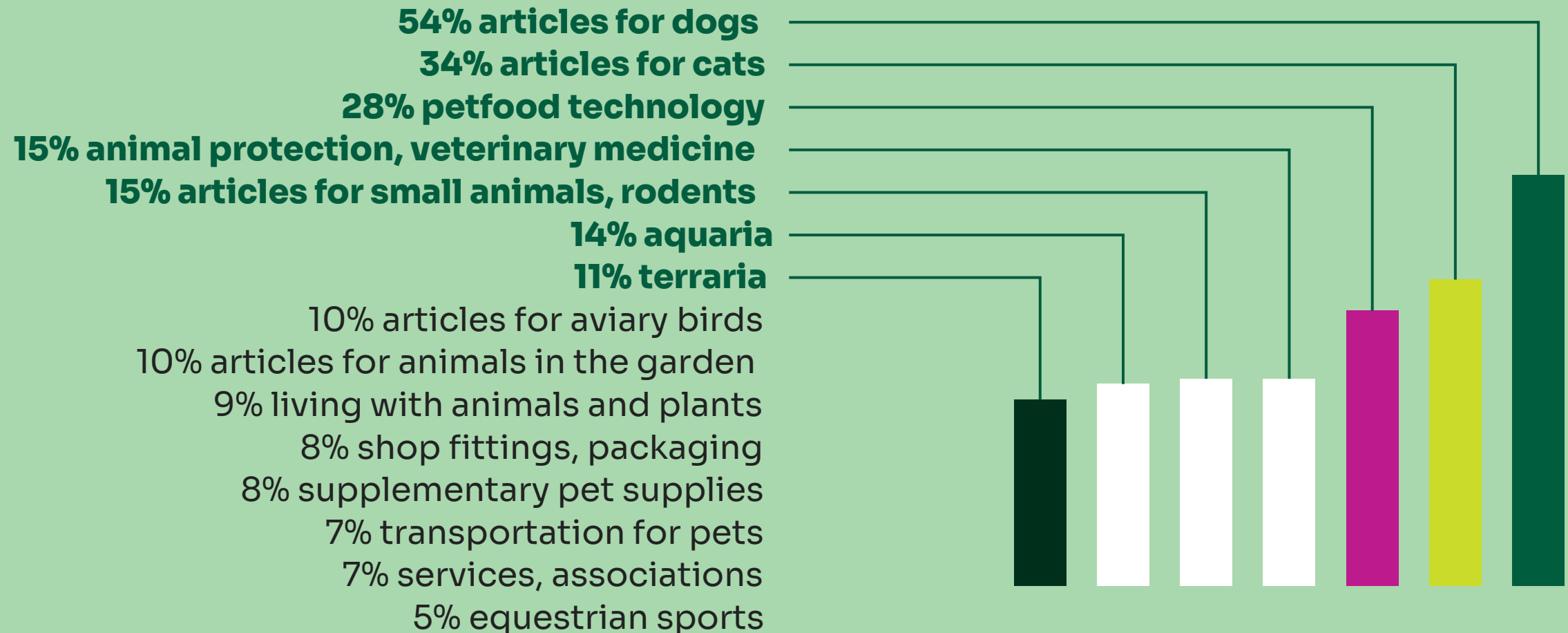
26% developing networks

22% exchanging experience/information

16% further training/expanding knowledge

Visitors of Interzoo

Strong interest across many product segments



Interzoo is the international hub for the global pet industry

Unique internationality, with
visitors from 133 countries



Exhibitors of Interzoo



Industry stakeholders from around the globe



2,400

exhibitors



87%

**international
exhibitors**



70

**exhibiting
countries**

Visitors of Interzoo

Decision makers from all continents



39,000

trade visitors



72%

**international
visitors**



133

**visitor
countries**

Top 10 exhibiting countries*

1. Germany

2. China

3. Italy

4. The Netherlands

5. Turkey

6. Belgium

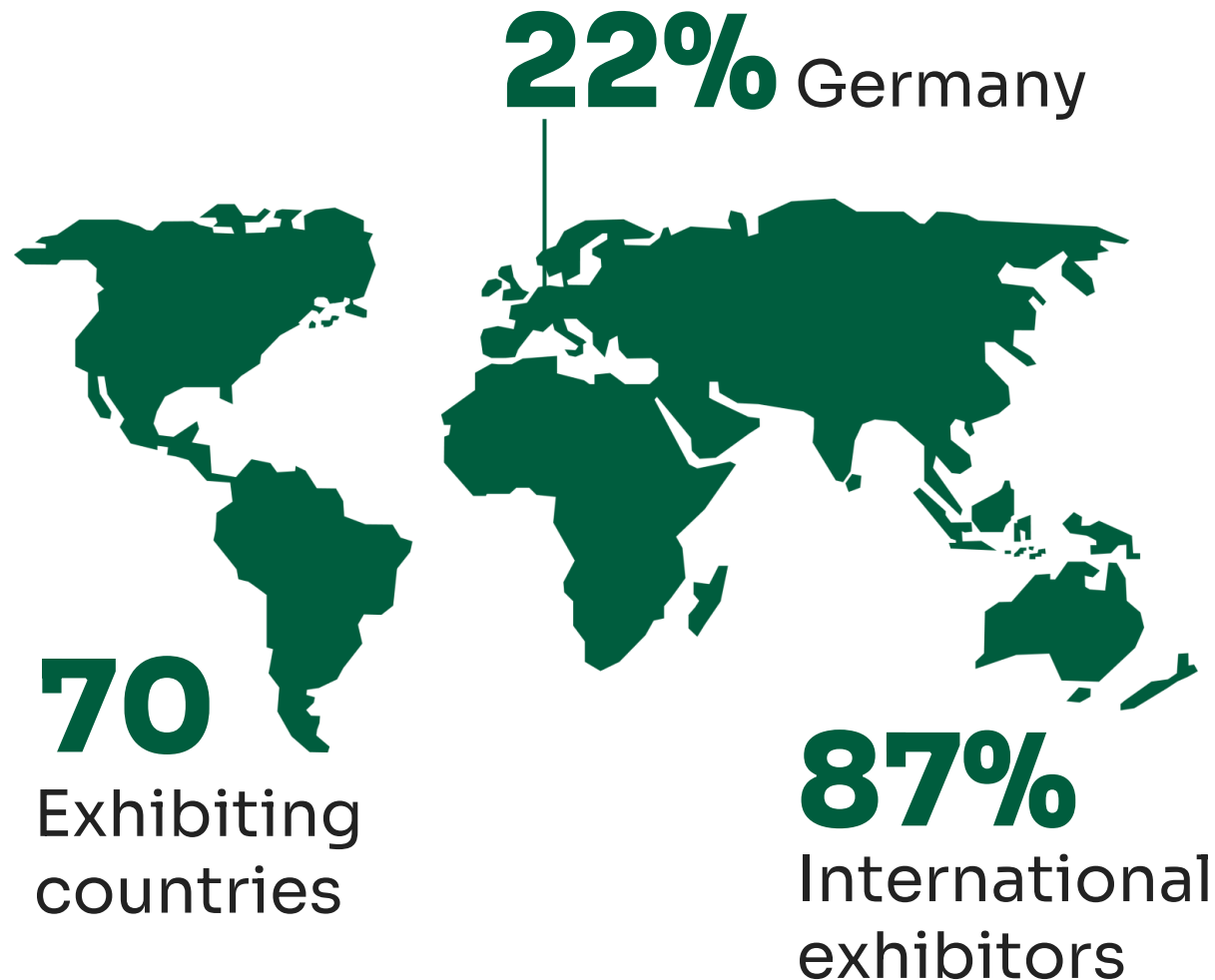
7. Spain

8. USA

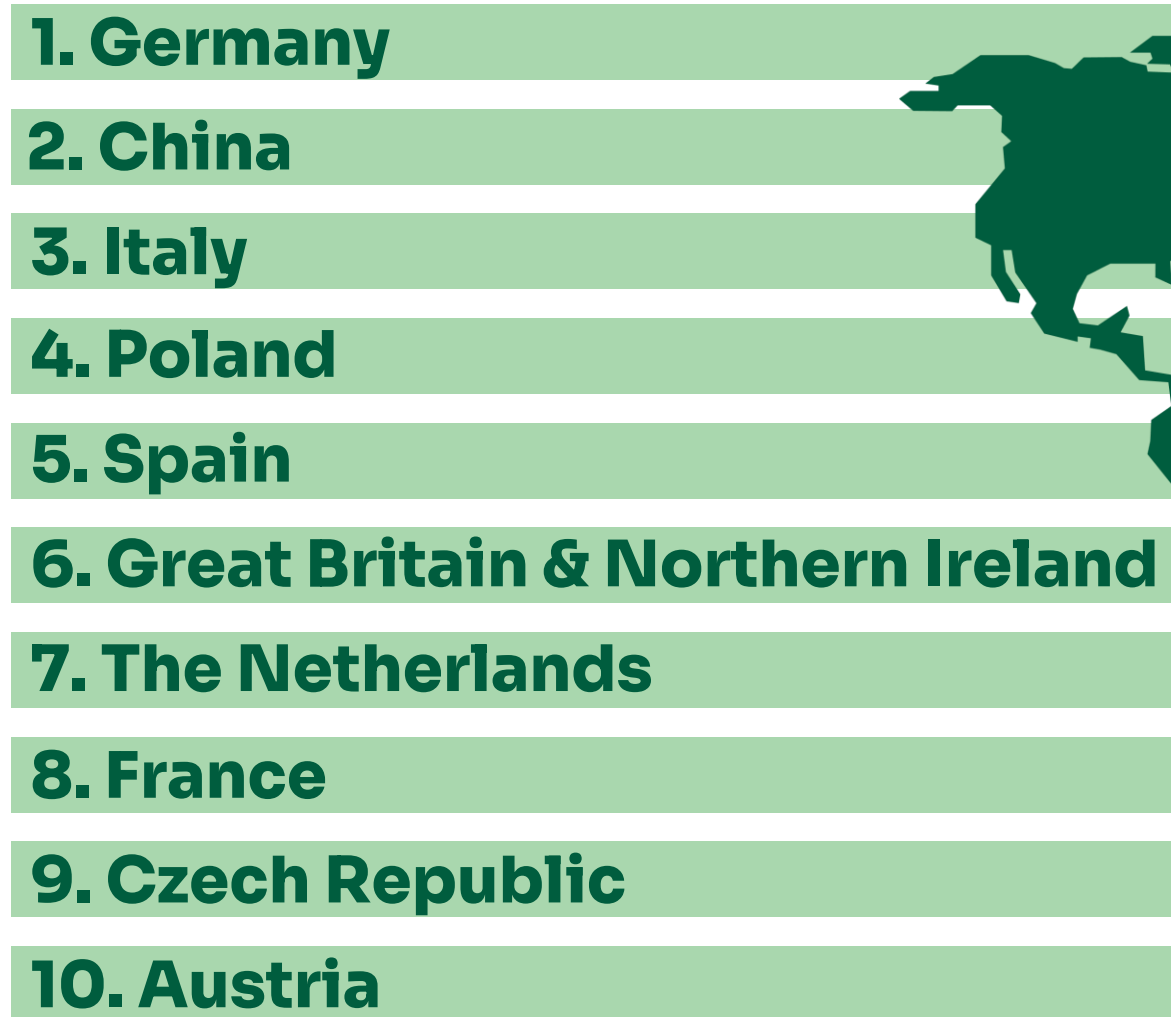
9. Poland

10. Great Britain

*by stand space

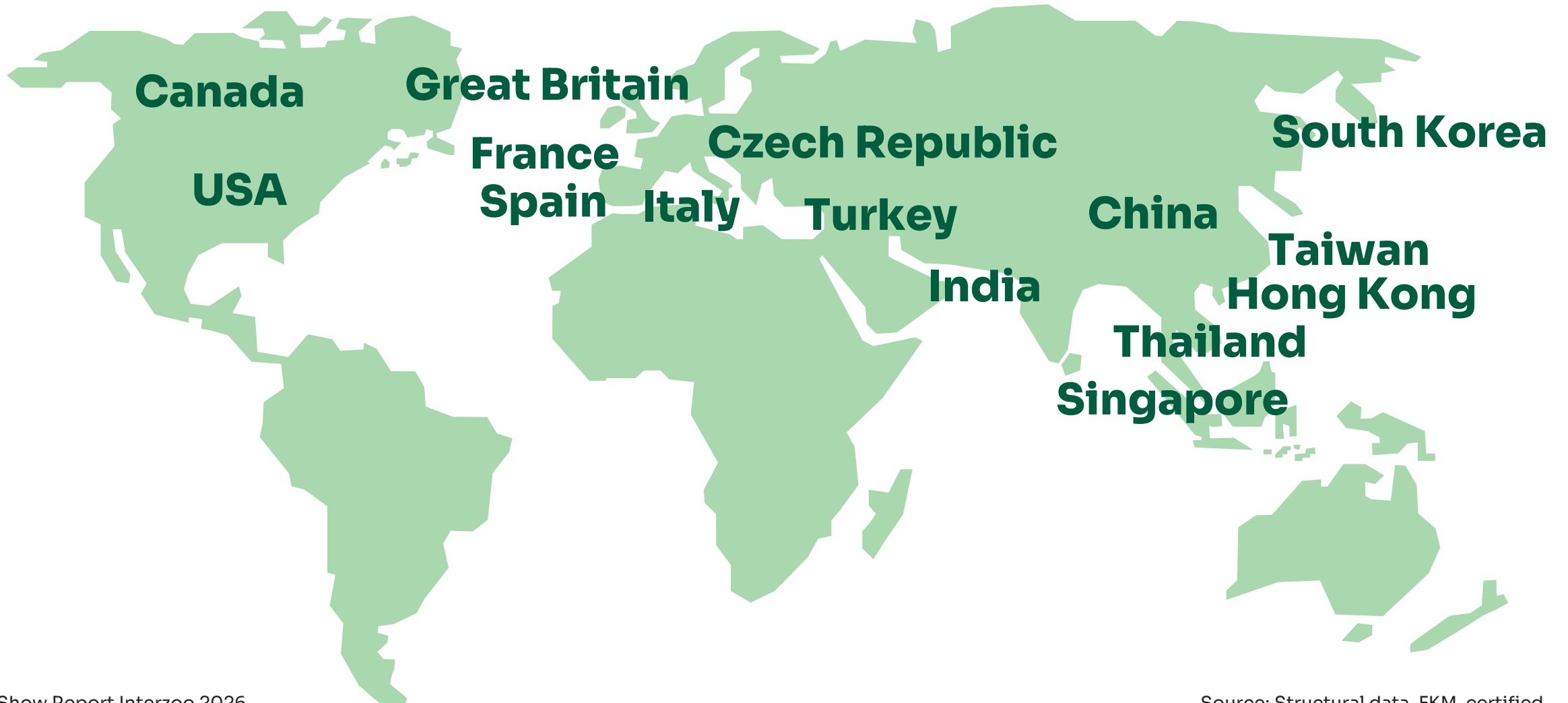


Top 10 origin of visitors



Country pavilions

15 country pavilions with about 600 exhibitors



European Union at Interzoo

26 countries of the European Union participated



Germany

Italy

Netherlands

Belgium

Spain

Poland

France

Portugal

Ireland

Hungary

Sweden

Austria

Denmark

Greece

Finland

Croatia

Bulgaria

Lithuania

Romania

Slovakia

Lativa

Estonia

Slowenia

Malta

Luxembourg

Czech

Republic

60%

Exhibitors from the European Union

Interzoo shows the pet industry of tomorrow

Exhibitors and visitors gain
a decisive information
advantage



Interzoo's supporting programme



5 days filled with inspiring events for the pet industry



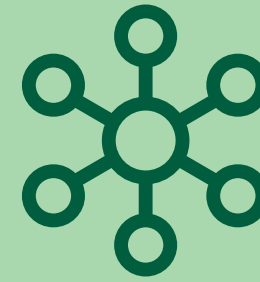
110

conference sessions
for upskilling and
networking



4

Interzoo Awards for
outstanding
performance and
achievements



22

associations registered
at Interzoo, the meeting
place for associations in
the pet industry

Interzoo's supporting programme

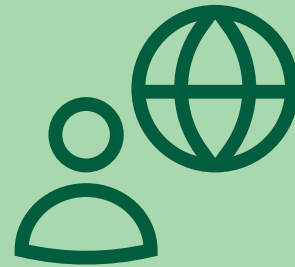


3 full-day conferences on pet food, grooming and sustainability



No 1.

premier edition of
Interzoo Groomers'
Day with 200
professionals



250

Participants at the partner
event Petfood Forum
Europe organized by
WATT Global Media



140

international
participants at the first
Interzoo Sustainability
Conference

Interzoo area for visionary ideas

 **Interzoo 2026**

A step ahead: Young innovators, startups and Fresh Ideas Stage



36

sessions at the
Fresh Ideas Stage
in 4 days



59

promising
startups and
young innovators



6

pitches at the Fresh
Ideas Contest at the last
day of the trade fair

Interzoo is a love brand

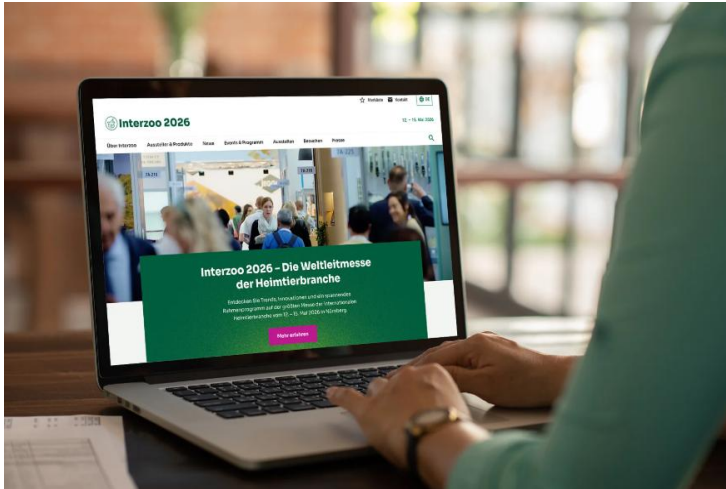
Fair participants benefit from award winning design and strong reach



german
brand
award
26
winner

Interzoo brand design

Modern and dynamic



German Brand Award 2026



Winner in the category
»Excellence in Brand Strategy
and Creation – Brand Design
Corporate Brand«

Communication around Interzoo



Significant media attention



312

accredited journalists and bloggers from 30 countries covered Interzoo on-site



32,000

copies of the Interzoo Daily published during Interzoo week



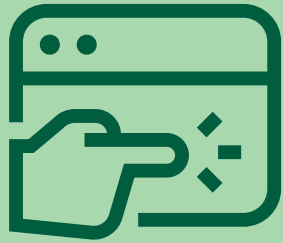
340+

articles in print and online media covered Interzoo 2026

Communication around Interzoo



Strong reach across Interzoo's own digital channels



3,7 Mio

page views on the
Interzoo website
from 01.10.2025 to
15.05.2026



17,500

followers across
Interzoo's
social media
channels

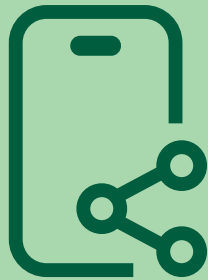


960,400+

impressions generated
by Interzoo's social
media posts, 01.01.2026
to 01.06.2026

Interzoo App

Navigating and planning the fair with the smartphone



302,690

views of exhibitor
profiles from 01.09.2025
to 31.05.2026



20,590

active users
from 01.09.2025
to 31.05.2026



41,450

product-views
from 01.09.2025
to 31.05.2026

Certifications of Interzoo



The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin. The representative surveys were conducted by a neutral market research institute in accordance with the FKM guidelines.



This label is a global stamp of authority for high-quality exhibitions awarded by the World Association of the Exhibition Industry (UFI). Accurately audited to UFI's international standards, it provides exhibitors and visitors with a sound basis for business decisions.

The show report is also available in German.

Further detailed results of the surveys are available from the organiser Interzoo, WZF GmbH (Pet Industry Services), Wiesbaden, T +49 6 11 44 75 53-0, interzoo@zzf.de, or from NürnbergMesse, Business Analytics & Strategy Department, T +49 9 11 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de. ©WZF GmbH, 2026



Interzoo 2028

World's leading trade fair
for the pet industry.

Interzoo.com

Organizer:



Honorary sponsor:



Organization on behalf
of the organizer:



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**23-26
May**

Save the date