



Interzoo 2024

Show Report



Show Report Interzoo 2024

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About Interzoo

Interzoo 2024 attracted 2,146 exhibitors and about 37,000 trade visitors

As the world's leading trade fair, Interzoo is **the most important B2B market place for innovators and decision-makers from the international pet industry.** The trade fair showcases an extraordinary variety of new products, trends and services for pets.



Interzoo

A **unique degree of internationality** is demonstrated by 85% of exhibitors and 74% of visitors from abroad. In total 68 exhibitor countries and 140 visitor countries were present at the world's largest international trade fair. Major associations and leading international companies use Interzoo to exchange ideas and **shape the future of the industry.**



Exhibitor satisfaction

Interzoo offers a unique market potential and worldwide market access



91 %

EXHIBITORS

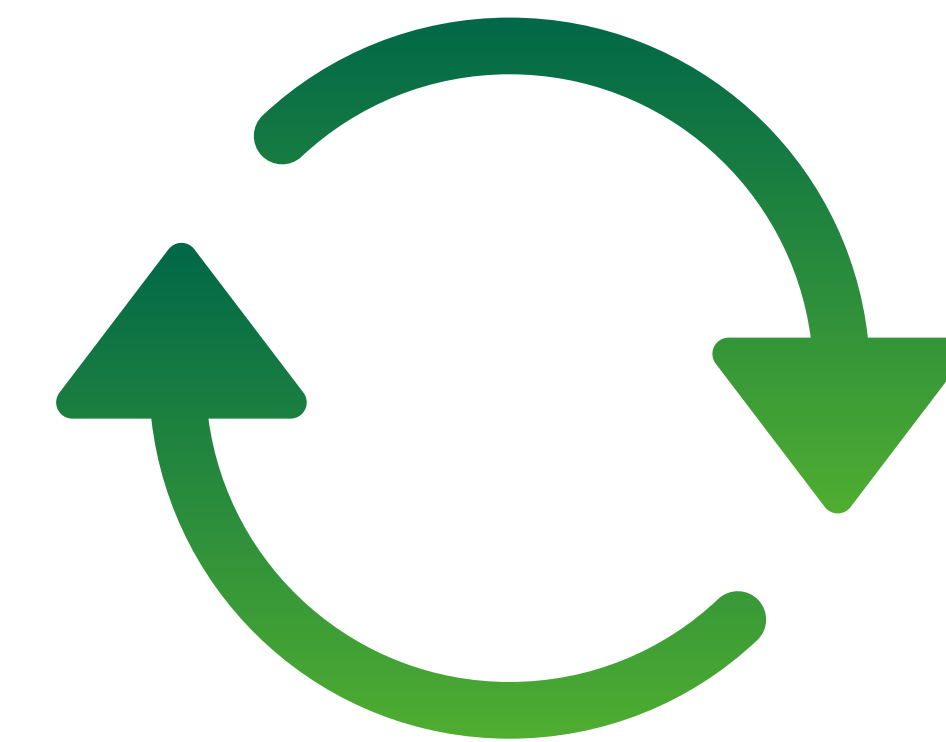
were satisfied with the visitor quality



93 %

EXHIBITORS

rate their trade fair participation as successful or very successful



95 %

EXHIBITORS

would book a stand at one of the next Interzoo editions



Exhibitor satisfaction

Interzoo as network and business accelerator



96 %

EXHIBITORS

were able to reach their most important target groups



97 %

EXHIBITORS

were able to establish new business relations



93 %

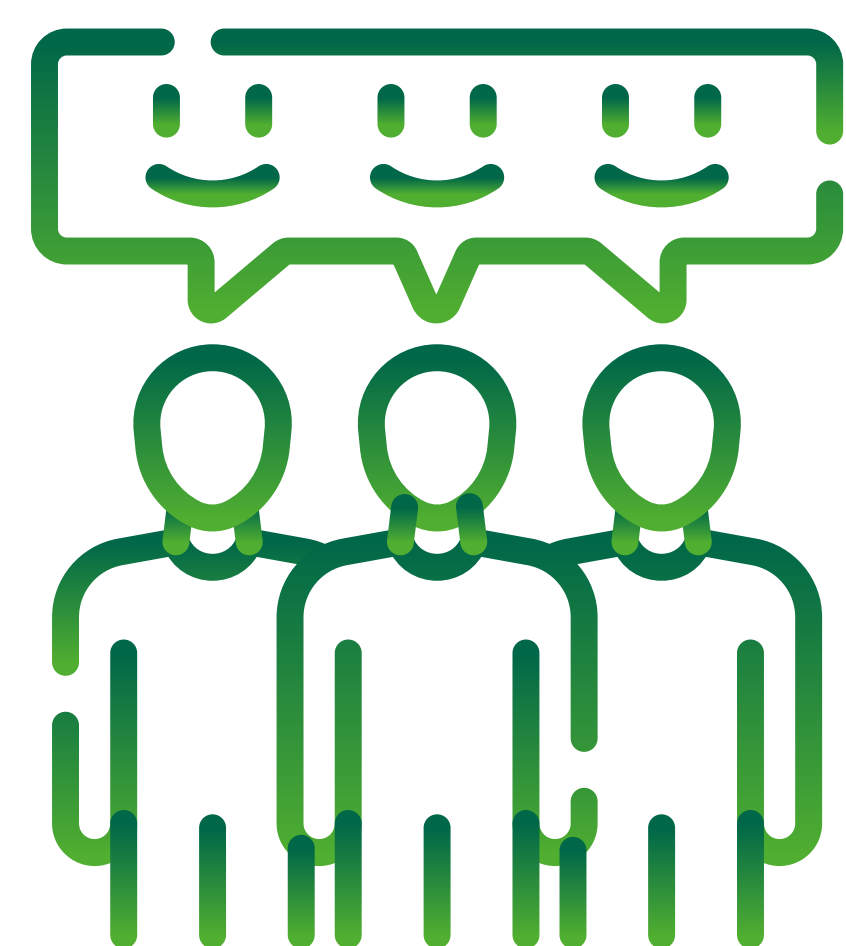
EXHIBITORS

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



Visitor satisfaction

A global market overview and first-class business contacts



99 %

VISITORS

were satisfied with the range of products at the trade fair



91 %

VISITORS

are decision-makers or involved in purchasing and procurement decisions



97 %

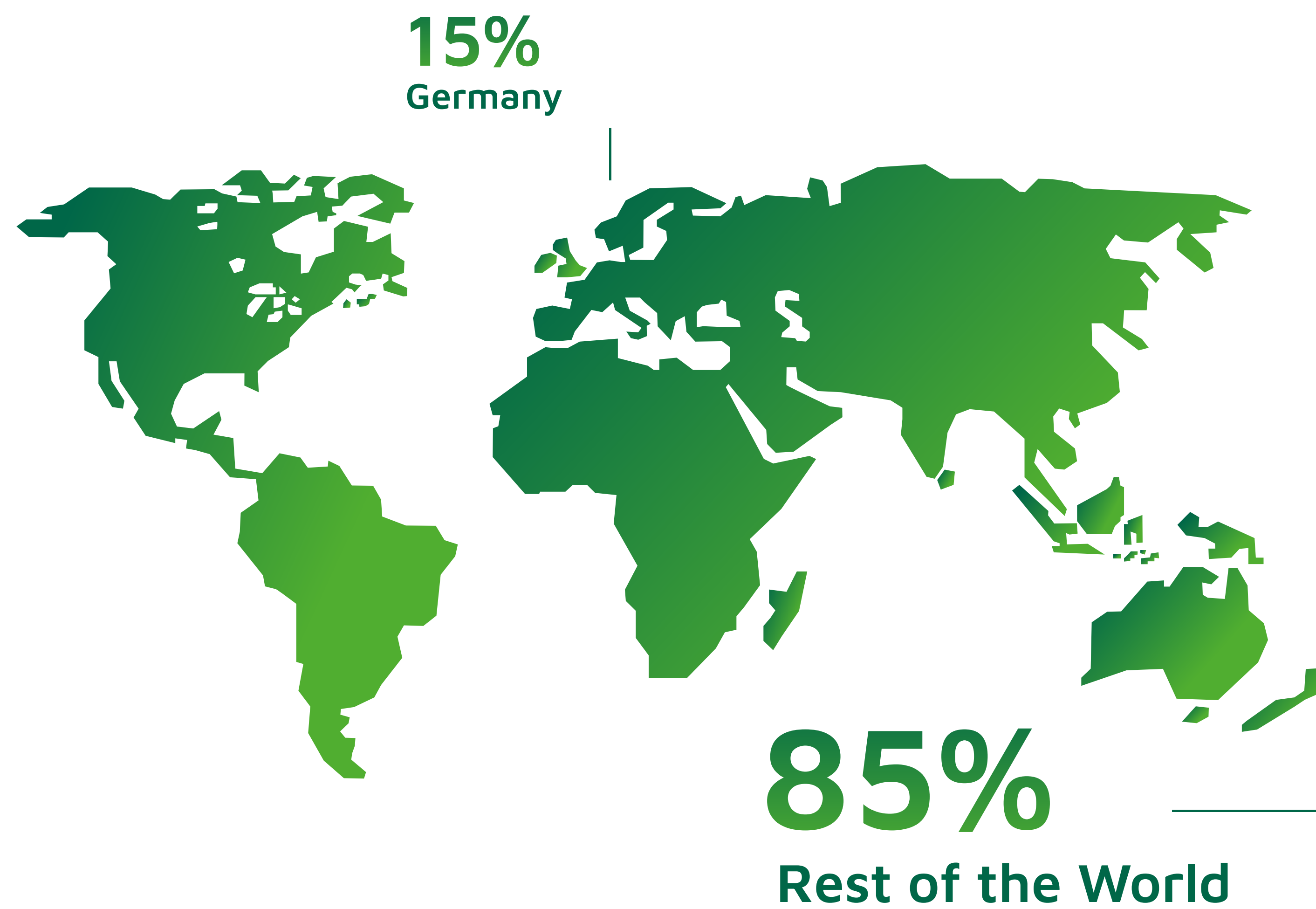
VISITORS

would recommend to visit Interzoo



Origin of exhibitors

2,146 exhibitors on a gross area of 140,000 square metres



Number of exhibiting countries

68

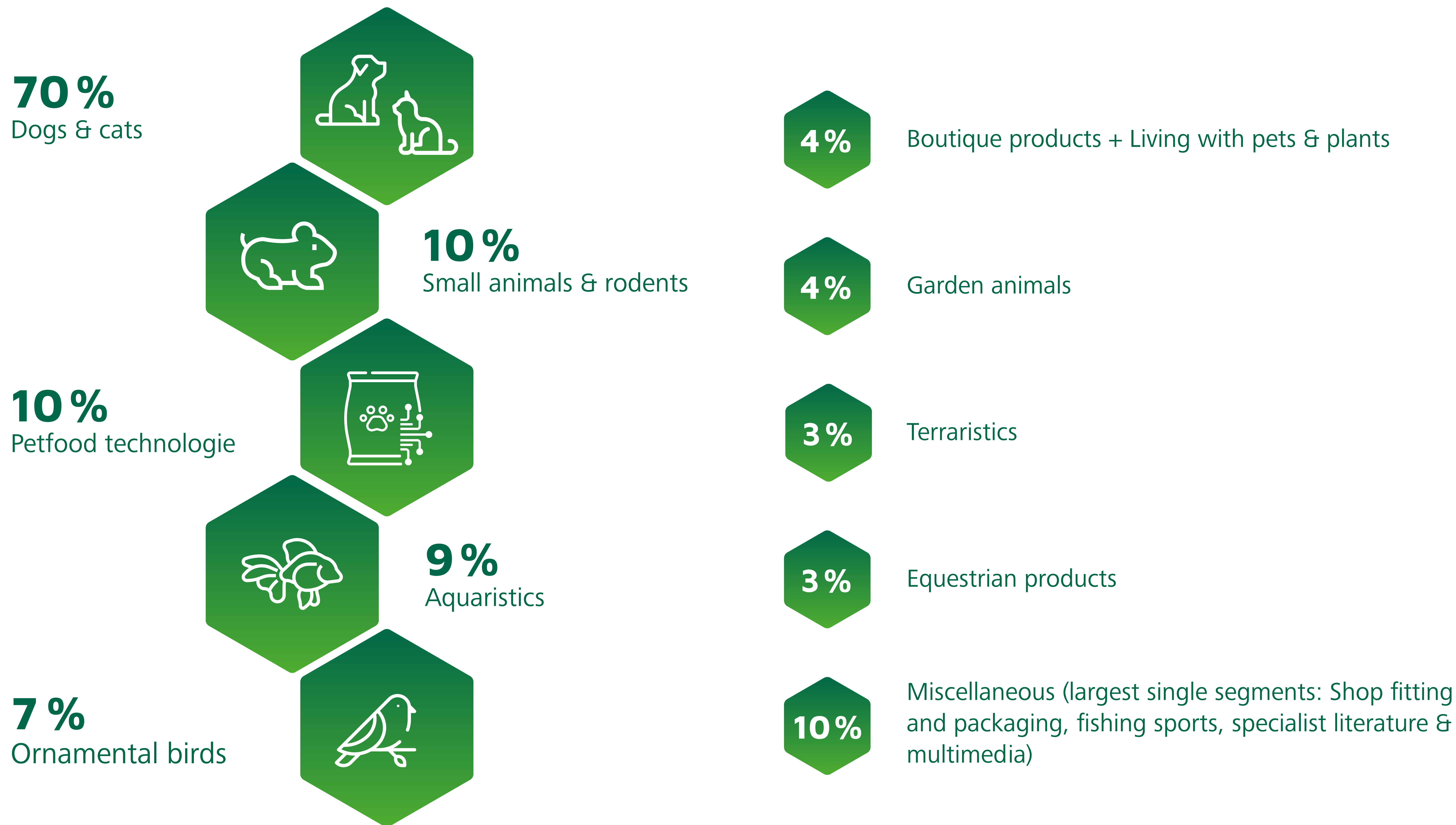
TOP 10 Exhibiting countries by stand space

- 1 Germany
- 2 China
- 3 Italy
- 4 The Netherlands
- 5 Turkey
- 6 Belgium
- 7 USA
- 8 Great Britain
- 9 Poland
- 10 Spain



Exhibitor product segments

2.146 exhibitors from 14 different product segments





Innovation-hub Interzoo

Presentation platform for new ideas and products



844 sqm

special start-up area:
2 community stands with
77 companies plus
Fresh Ideas Stage



36

presentations during the
entire trade fair week at
the Fresh Ideas Stage



7

innovative companies
presented their ideas at
the Fresh Ideas Contest



Internationality

Interzoo 2024 achieved a new dimension in terms of internationality



140

visitor countries, the highest degree in internationality in the history of Interzoo



15

country pavilions from Brazil (x2), Canada, China (x2), Czech Republic, France, Great Britain, Hongkong, India, Italy, Korea, Malaysia, Taiwan, USA



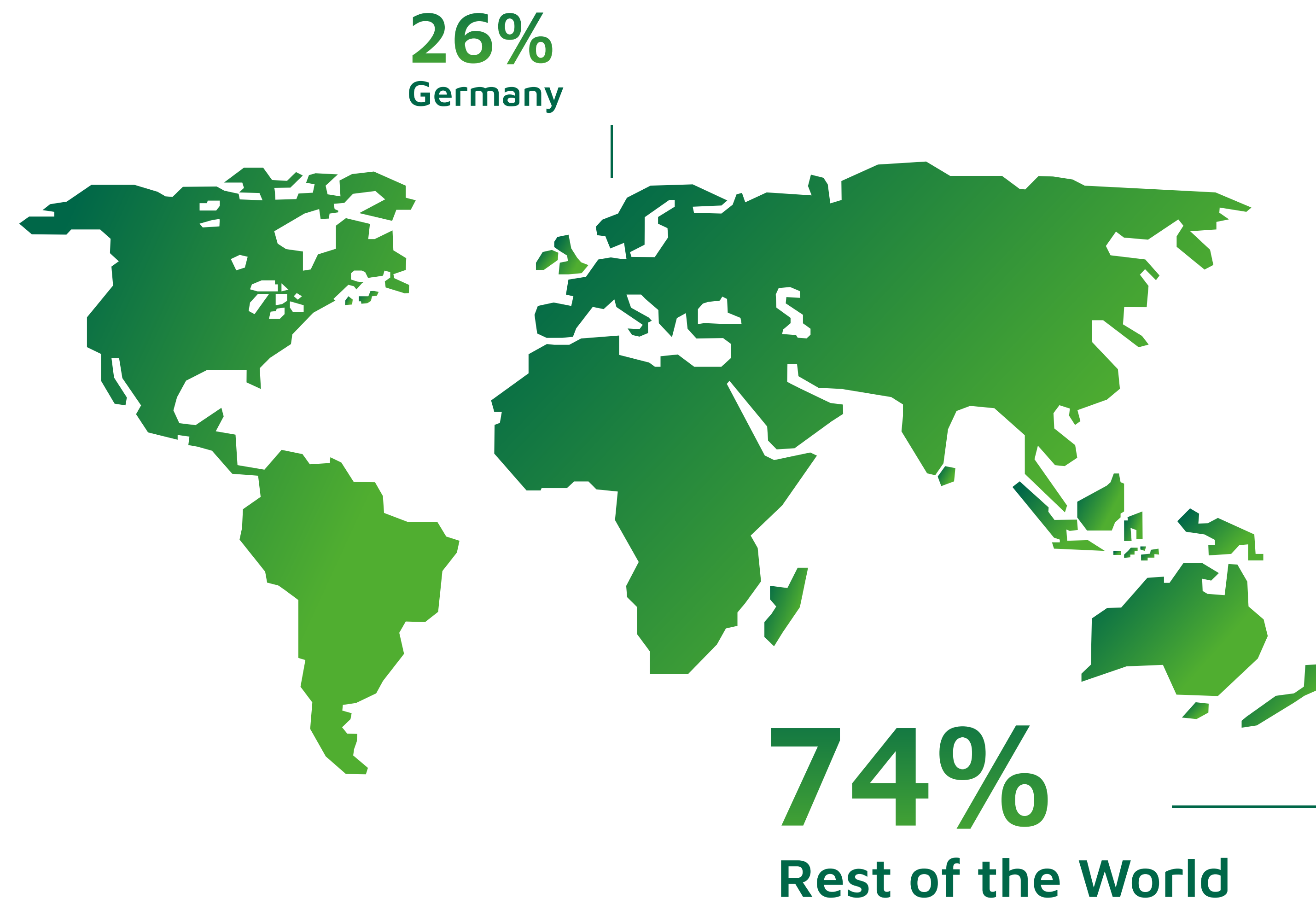
32%

more trade fair visitors compared to the previous edition



Origin of visitors

About 37,000 visitors from 140 countries participated in Interzoo 2024



Number of visiting countries

140

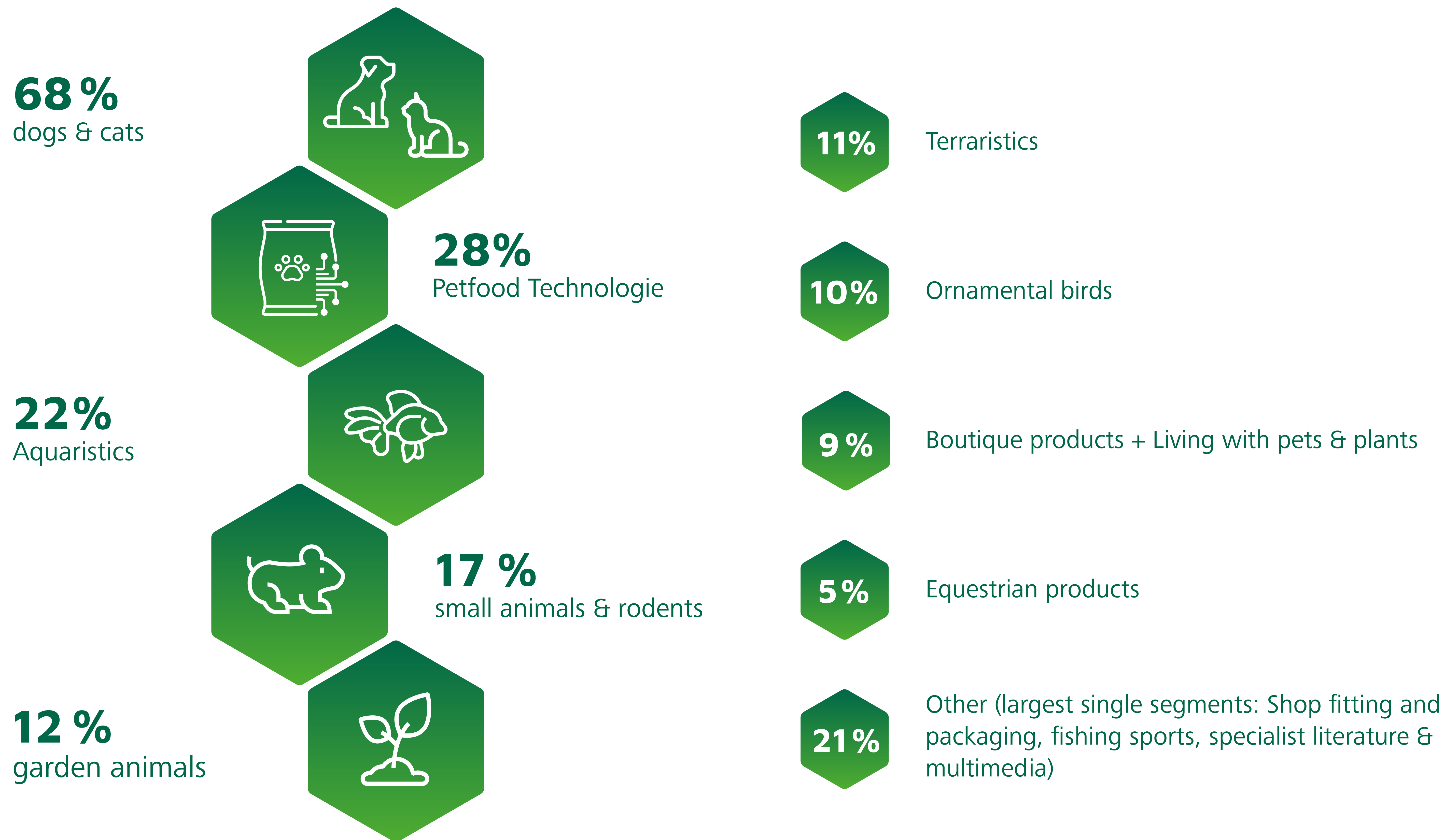
TOP 10 Visiting countries

- 1 Germany
- 2 China
- 3 Italy
- 4 Great Britain
- 5 Spain
- 6 Poland
- 7 The Netherlands
- 8 France
- 9 Czech Republic
- 10 Austria



Visitor interest

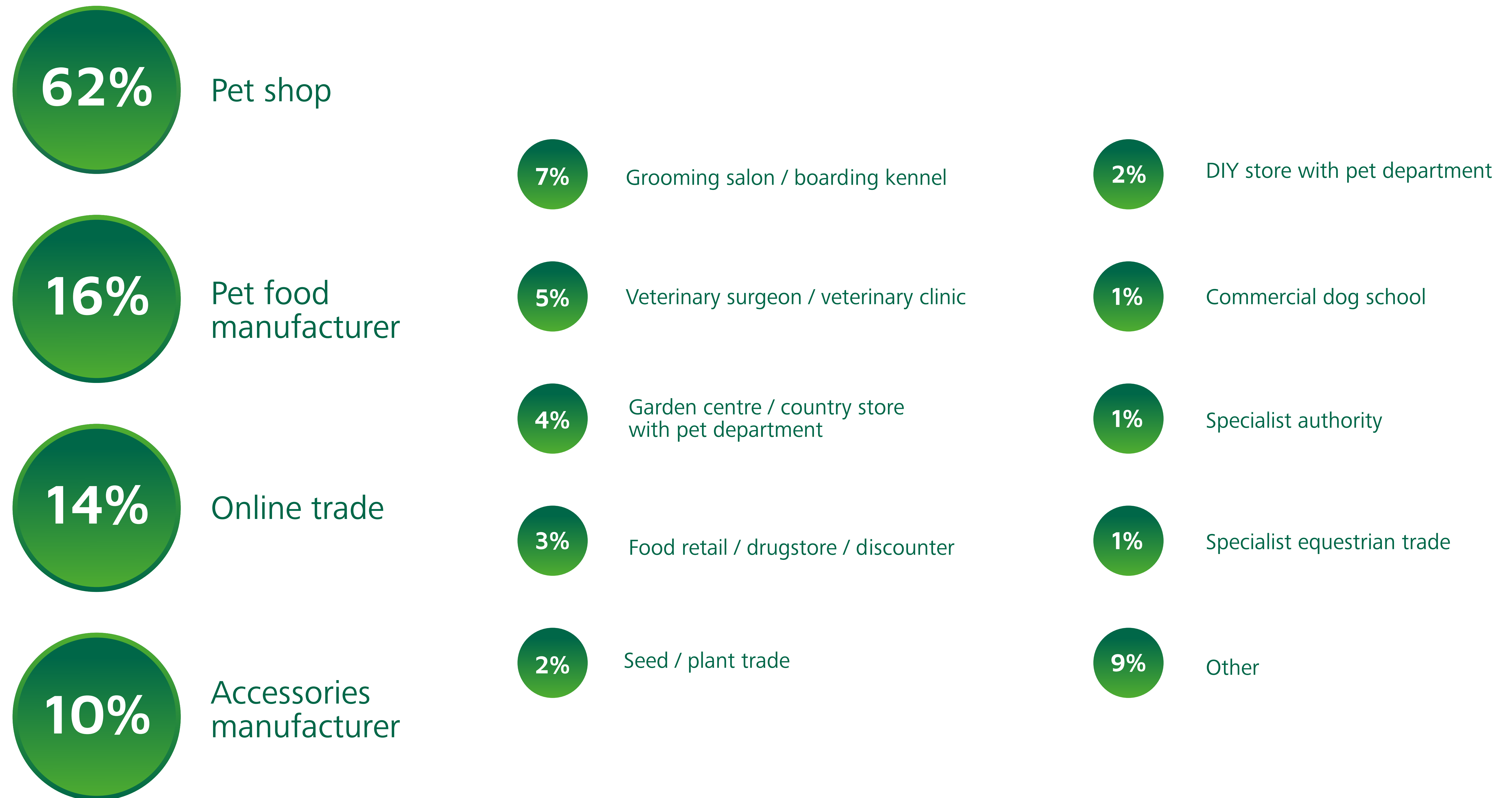
Visitor interest for the 14 different product segments





Visitors by segment

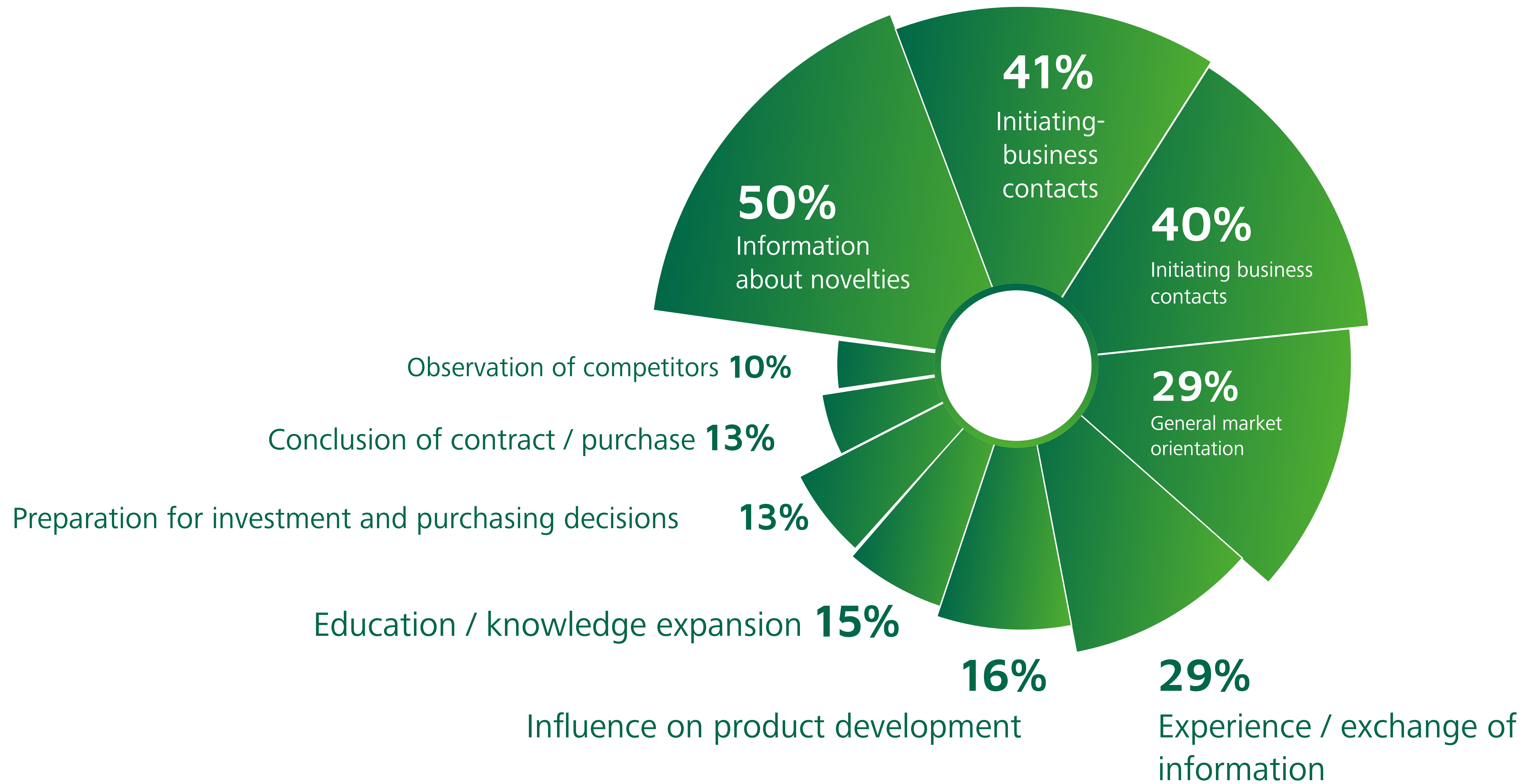
Visitor variety mirrors the entire pet supplies industry





Main visiting reasons

Novelties and business contacts are key visiting reasons





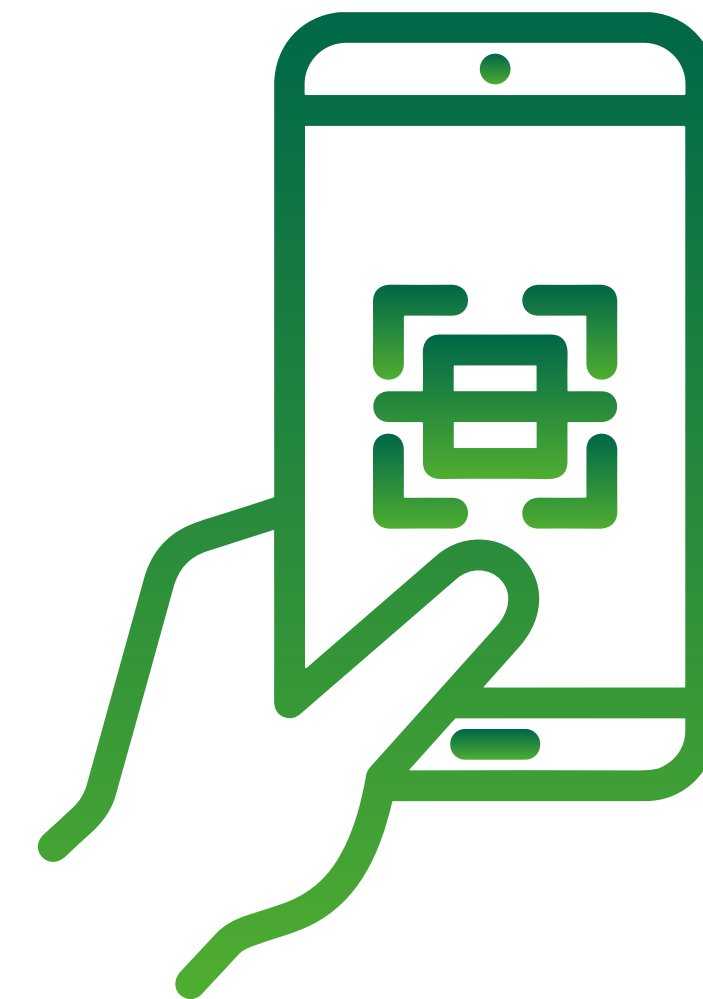
Interzoo App

Interactive, multifunctional and always at hand



262.000

exhibitor profiles were accessed in the Interzoo App before and during the trade fair



10.000

scans of booth QR codes connect on site booth and digital exhibitor profile



32.700

downloads of the Interzoo App facilitate networking and increase exhibitor reach



Media & Communication

Record number of journalists on site leads to comprehensive coverage



332

accredited journalists and bloggers from 24 countries reported on site from Interzoo



200+

print media articles report on Interzoo 2024 (incl. e-paper) from March to June 2024



1.300

online articles in blogs, vlogs, video tutorials and podcasts report on Interzoo 2024



Media & Communication

Interzoo's increasing communicative reach in the digital world



2,1 mio

page views of the
new Interzoo website
(*27.09.23-10.5.24)



44.000

copies of the trade fair
newspaper Interzoo Daily
were distributed at the
exhibition centre and in
Nuremberg hotels



363.000

impressions were generated
by the posts of Interzoo's
social media accounts since
the beginning of 2024



Supporting programme

Professional networking, exciting market insights and industry trends



96%

of visitors were satisfied or very satisfied with the supporting programme



300

pet food experts from 33 countries attended Petfood Forum Europe before exploring Interzoo



450

participants attended the Interzoo Academy Sessions on site



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 event analysis is also available in German.

Further detailed results of the surveys are available from the organiser Interzoo, WZF GmbH (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH), 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.

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