Interzoo 2026

World's leading trade fair for the pet industry.

Show report

12–15 May

Nuremberg, Germany

Organizer:

WZF

Honorary sponsor:

ZZF

Organization on behalf of the organizer:

NÜRNBERG MESSE

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About Interzoo

Interzoo 2026

The world‘s leading trade fair for ther 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

Interzoo 2026

The world‘s leading trade fair in numbers

2,400
exhibitors

39,000
trade visitors

70
exhibitor countries

133
visitor countries

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Source: Structural Data, FKM-certified

About Interzoo

Interzoo 2026

The world's leading trade fair in numbers

150,000
square metres

72%
international visitors

15
exhibiting halls

87%
international exhibitors

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Source: Structural Data, FKM-certified

Interzoo is in tune with the industry

Trade fair participants confirm Interzoo‘s global leadership role

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98%
consider Interzoo as a driver of innovation

97%
experience Interzoo as an inspiring event

Source: Visitor survey, FKM-certified

99%
confirm Interzoo‘s leading role

97%
see Interzoo as an important provider of solutions for the industry’s future challenges

Source: Visitor survey, FKM-certified

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

Source: Exhibitor survey, FKM-certified

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90%

were able to establish new business relations

93%

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

Source: Exhibitor survey, FKM-certified

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

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Source: Interzoo Exhibitor & Product Database, multiple entries allowed

Interzoo is an excellent platform for discovering innovations

Visitors value the breadth and depth of the product range

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95%

satisfaction with tradefair visit

93%

intention to revisit Interzoo 2028

Source: Visitor survey, FKM-certified

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95%

satisfaction with the range of products at Interzoo

88%

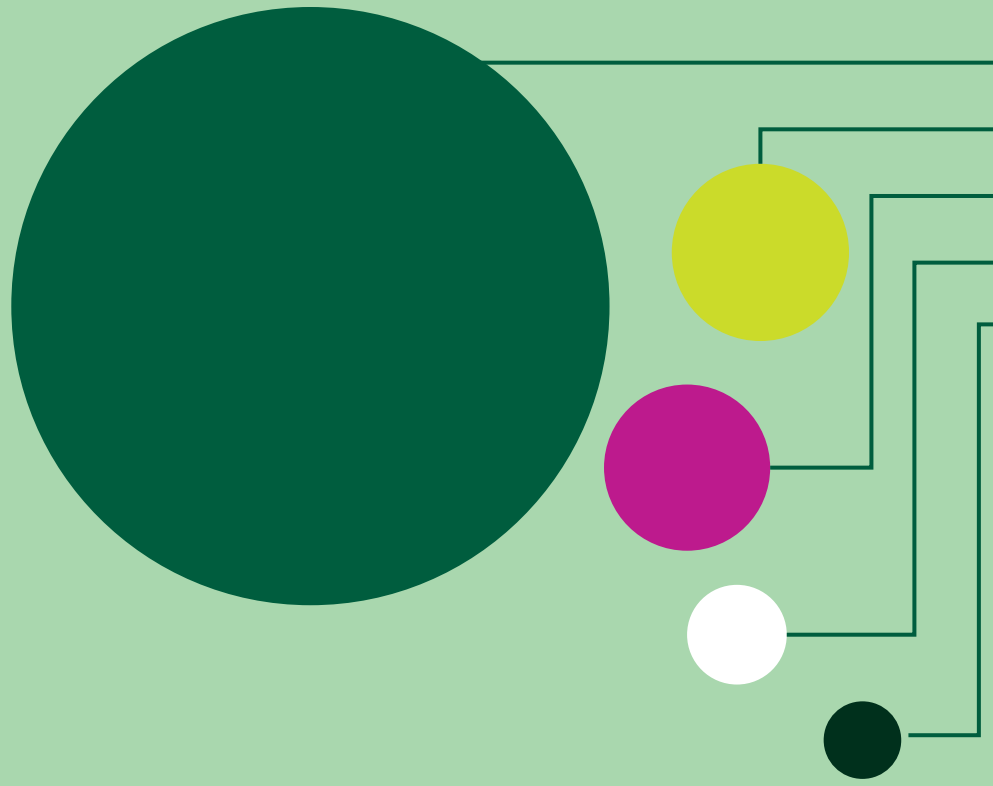
are decision-makers or involved in purchasing and procurement decisions

Source: Visitor survey, FKM-certified

Visitors of Interzoo

Interzoo 2026

Key players from a wide range of industries



54,7% pet supply trade
16,2% manufacturer of pet food
15,7% online retailer
9,9% manufacturer of pet food
8,9% supplier of pet supplies
7,5% other manufacturer
7,3% pet grooming salon
7,5% other retailer
6% veterinary surgeon/pet clinic/pharmacy
4,7% pet food technology
3,9% garden center with pet department
3% boarding facility/commercial dog training centre
2,9% grocery/drugstore/discounter

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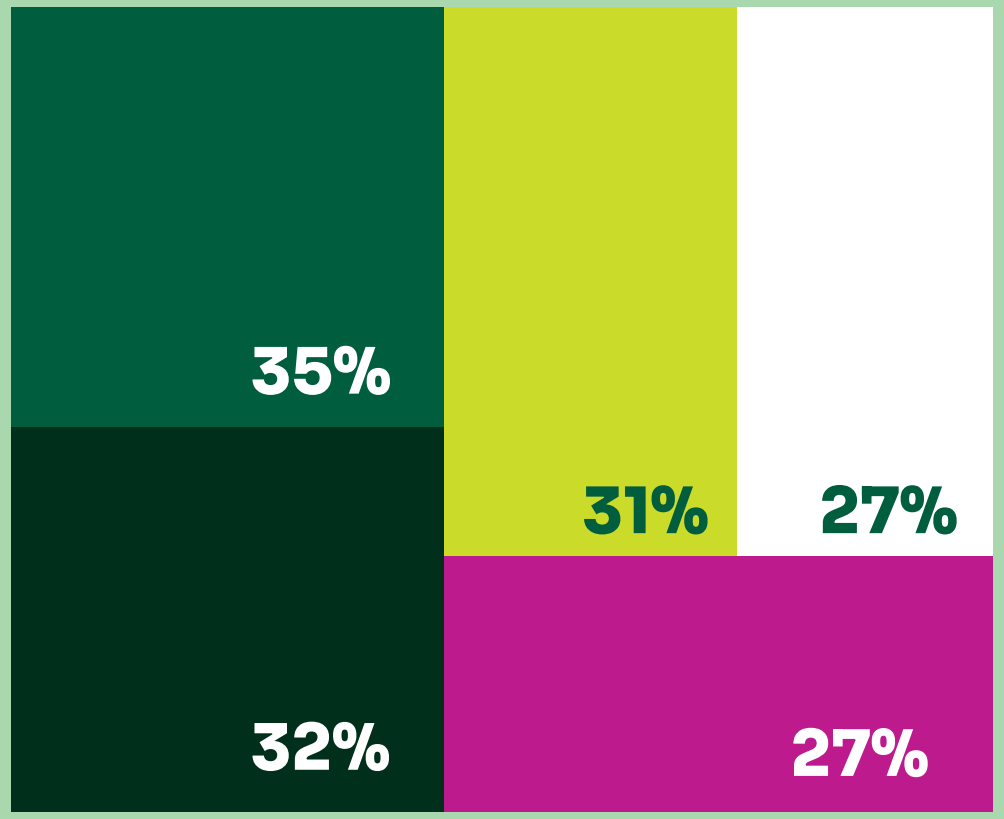
Source: visitor survey, FKM-certified, multiple responses allowed

Visitors of Interzoo

Interzoo 2026

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

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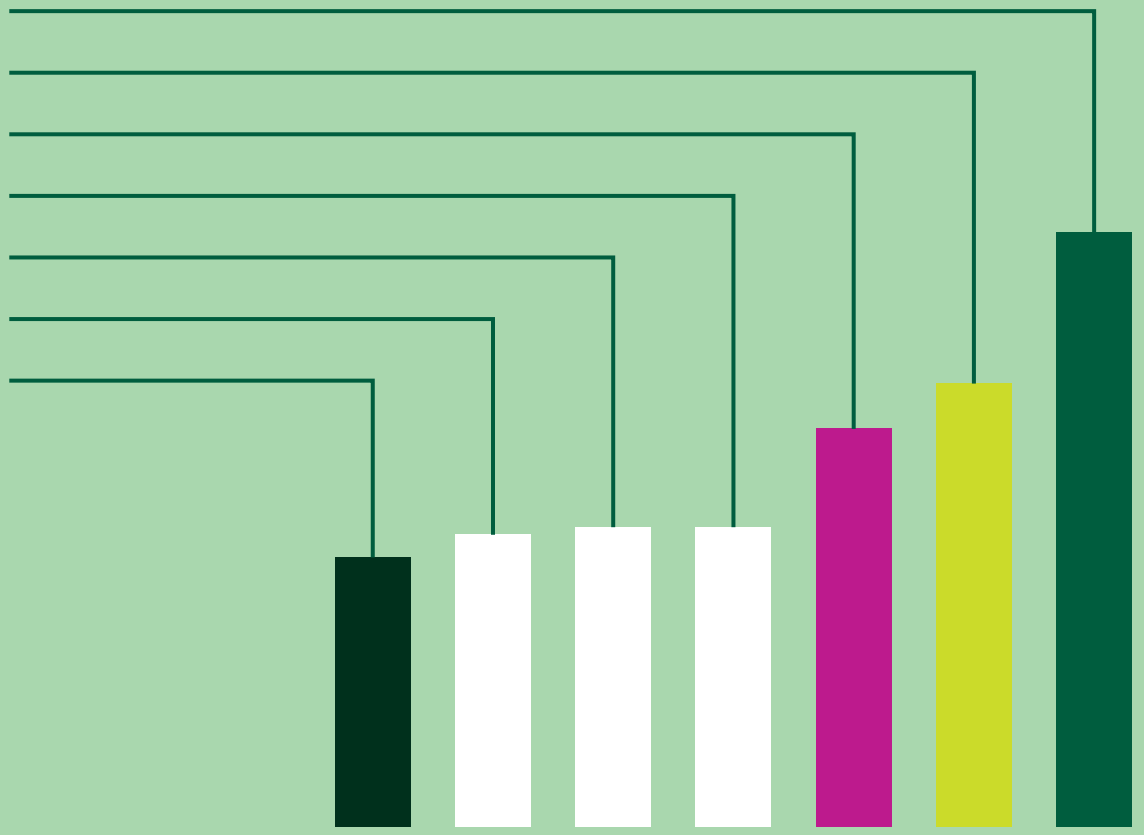
Source: visitor survey, FKM-certified, multiple responses allowed

Visitors of Interzoo

Interzoo 2026

Strong interest across many product segments

54% articles for dogs
34% articles for cats
28% petfood technology
15% animal protection, veterinary medicine
15% articles for small animals, rodents
14% aquaria
11% terraria
10% articles for aviary birds
10% articles for animals in the garden
9% living with animals and plants
8% shop fittings, packaging
8% supplementary pet supplies
7% transportation for pets
7% services, associations
5% equestrian sports



Source: visitor survey, FKM-certified, multiple responses allowed

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Interzoo is the international hub for the global pet industry

Unique internationality, with visitors from 133 countries

Exhibitors of Interzoo

Interzoo 2026

Industry stakeholders from around the globe

2,400

exhibitors

87%

international exhibitors

70

exhibiting countries

Source: Structural data, FKM-certified

Visitors of Interzoo

Interzoo 2026

Decision makers from all continents

39,000

trade visitors

72%

international visitors

133

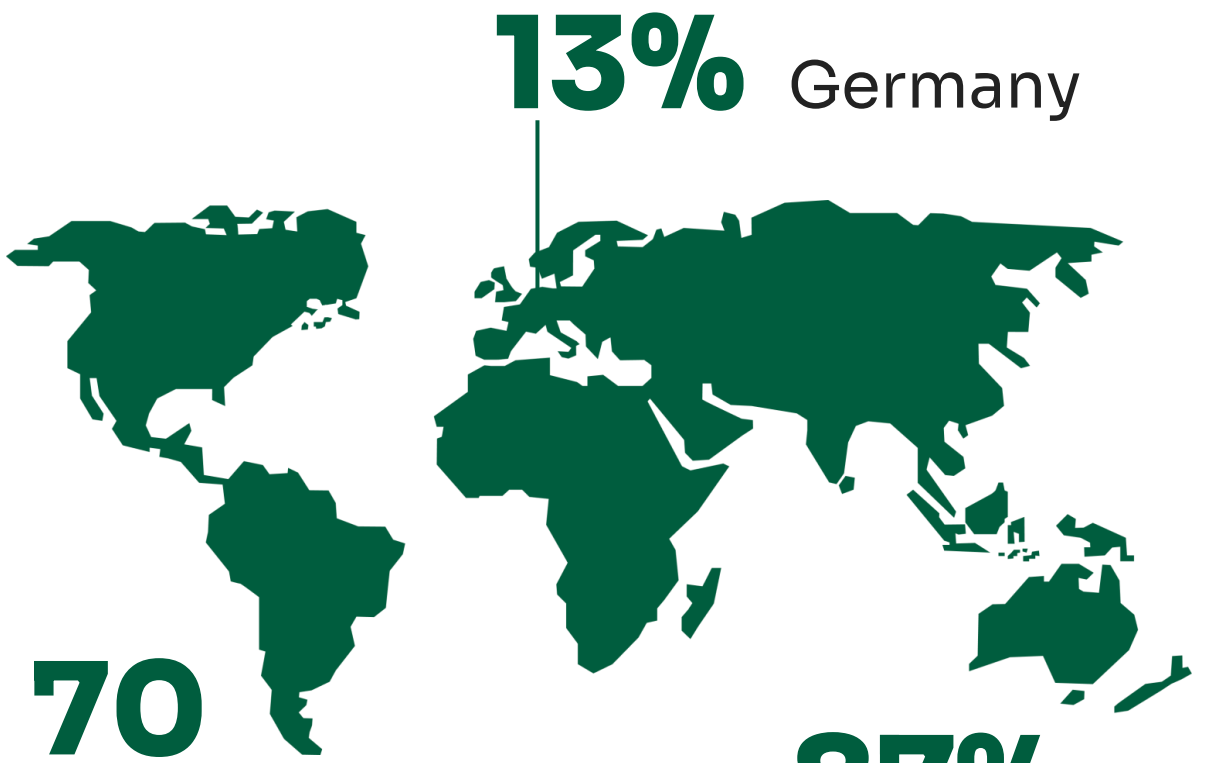
visitor countries

©WZF Show Report Interzoo 2026

Source: Structural data, FKM-certified

Top 10 exhibiting countries*

Interzoo 2026



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

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Source: Structural data, FKM-certified

Top 10 origin of visitors

Interzoo 2026

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

72%
international visitors

133
visiting countries

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Source: Visitor Registration, FKM-certified

Country pavilions

Interzoo 2026

17 country pavilions with about 600 exhibitors

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Source: Structural data, FKM-certified

European Union at Interzoo

Interzoo 2026

26 countries of the European Union participated

Germany	Hungary	Romania
Italy	Sweden	Slowakia
Netherlands	Austria	Lativa
Belgium	Denmark	Estonia
Spain	Greece	Slowenia
Poland	Finland	Malta
France	Croatia	Luxembourg
Portugal	Bulgaria	Czech
Ireland	Lithuania	Republic

60%

Exhibitors from the European Union

Source: Structural data, FKM-certified

Interzoo shows the pet industry of tomorrow

Exhibitors and visitors gain a decisive information advantage

Interzoo‘s supporting programme

Interzoo 2026

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

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Source: Structural data, FKM-certified / Event Programme

Interzoo‘s supporting programme

Interzoo 2026

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

Source: Structural data, FKM-certified / Event Programme

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

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Source: Structural data, FKM-certified / Event Programme

Interzoo is a love brand

Fair participants benefit from award winning design and strong reach

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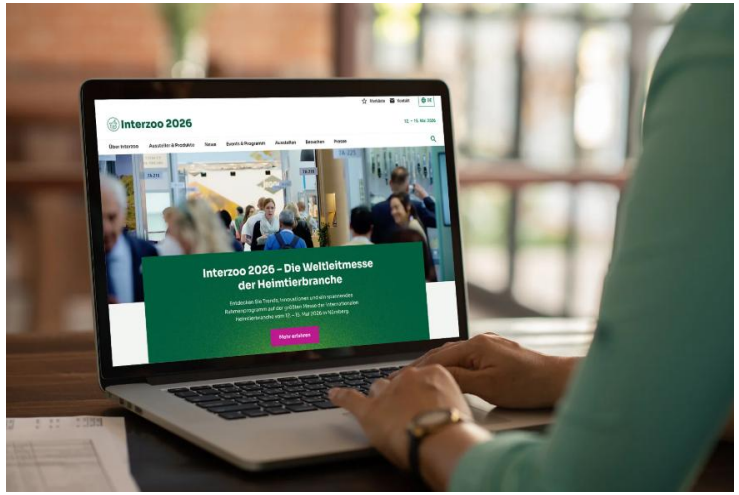
Interzoo brand design

Interzoo 2026

Modern and dynamic



German Brand Award 2026

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

Communication around Interzoo

Interzoo 2026

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

Interzoo 2026

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

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Interzoo App

Interzoo 2026

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

©WZF Show Report Interzoo 2026

Source : Interzoo App

Certifications of Interzoo

Interzoo 2026

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

23–26 May

Save the date

Organizer:

WZF

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Organization on behalf of the organizer:

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