



Zoomark
Buoyant mood in Bologna



Dog food
Global growth



Global Pet Expo
Over 16 000 trade visitors

PET worldwide

Specialist
magazine for
the international
pet market



BIGGEST ZOOCITY XXL STORE OPENS

Sector continues to grow

Traditional pet supplies retailers in Italy accounted for 24.4 per cent of overall turnover.

The upbeat mood at Zoomark was underlined by the publication of the figures for the Italian pet supplies market. Here, too, it is the case that dogs and cats are driving the market.

The market research firm Assalco has published its 16th study of the Italian pet supplies market, covering 2022. According to the study, nearly 65 million pets, including almost nine million dogs and ten million cats, live in around 26.2 million Italian homes. "More than 40 per cent of Italian households now have at least one pet. The importance of our relationship with pets is undeniable," said the president of Assalco, commenting on the latest figures.

Sales of cat and dog food alone in the Italian market are put at 2.759 bn euros in the study. The data was gathered from classic pet shops, pet store chains, food retailers and the pet departments of supermarkets. Compared with the previous year, sales increased in value terms by 11.4 per cent, which Assalco attributes in particular to the strong inflationary dynamic in all product categories. This is because the volume of pet food sold, at over 673 000 tonnes, equates to an increase of just 0.8 per cent compared with 2021.



65 mio
pets living in over
40 per cent of Italian
households.

87.7 mio

euros spent on cat litter (+9.7 per cent).

Cat food accounted for 53.8 per cent of the overall value, with turnover slightly above 1.484 bn euros. Dog food, on the other hand, accounts for 46.2 per cent of the market as a whole or 1.275 bn euros.

Wings, fins and smaller pets

Apart from dogs and cats, market researcher Euromonitor believes the Italian pet sector to include nearly 30 mio fish, 13 mio cage birds and almost 3.2 mio small animals and reptiles. The market for food for these pets increased by 2.3 per cent in volume and by 5.6 per cent in value, with sales of nearly 13.2 mio euros in the wholesale trade.

Bird food is the most important segment here, accounting for 43.7 per cent of the value and 47.6 per cent of the volume. Value sales increased by 6.3 per cent, while the volume is stagnating. This is followed by food for small animals, with a value increase of 7.7 per cent and a volume increase of 2.4 per cent compared with the previous year.

The market for hygiene products, toys and accessories – especially leashes, kennels, bowls, cages, aviaries, aquariums, terrapin tanks and various utensils – also recorded growth in 2022. Wholesale sales increased by 3.2 per cent to 80 mio euros,

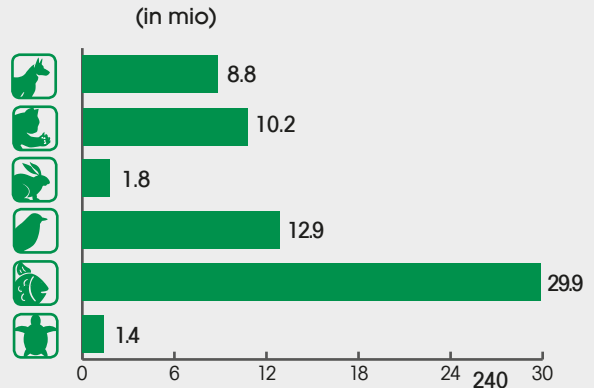
equivalent to an increase in units sold of one per cent. What is striking is that the hygiene segment, covering items such as moist wipes, shampoo, brushes, deodorants, care and beauty products, for instance, has experienced a massive 11.7 per cent value rise and 6.9 per cent volume growth. Cat litter also falls into this category and is the most important non-food item in supermarkets. In 2022, this market was worth more than 87 mio euros, signifying a 9.7 per cent increase in value terms and 1.9 per cent in volume.

Inflation in food retail

Looking at the values for the individual distribution channels, it is noticeable that all have recorded greater value than volume growth. The biggest gap, however, is evident from the Assalco figures for food retailers. These account for 59 per cent of overall sales of pet food, amounting to 1.628 bn euros. In this channel, value sales increased by 14 per cent, while the volume only increased by 0.4 per cent.

The remaining sales were distributed across traditional pet shops in Italy, numbering around 5 000 and making up 24.4 per cent of the market, yielding 673.8 mio euros. Pet store chains contributed around 14 per cent of the total value or 385.1 mio euros. Supermarket pet departments yielded sales of 72.7 mio euros or 2.6 per cent of overall turnover from dog and cat food.

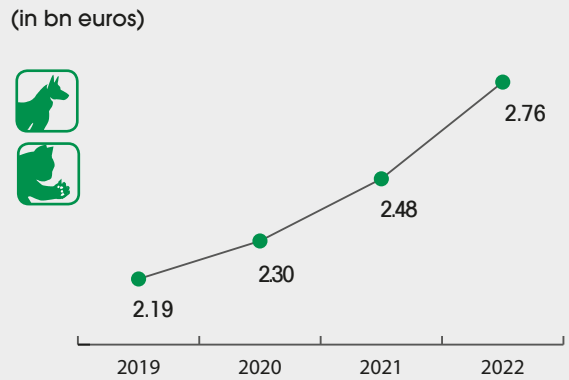
Pet population in Italy



Source: Assalco Zoomark Report

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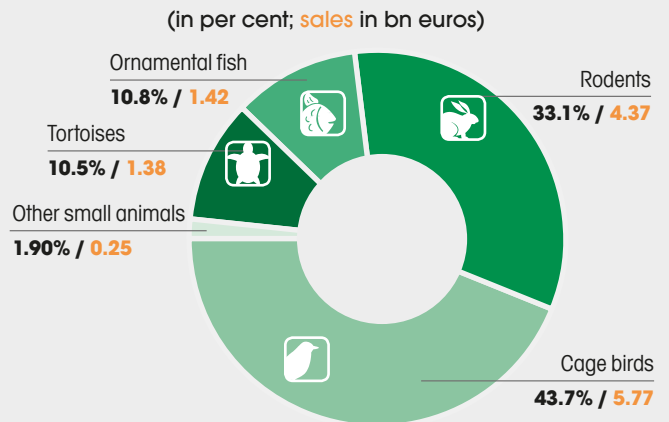
Dog and cat food as sales driver



Source: Assalco Zoomark Report

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13.2 bn euros for food for pets



Source: Assalco Zoomark Report

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The show got off to a sunny start, but heavy rain during the night was to have a lasting effect on the event.

Buoyant mood in Bologna

Nearly 28 000 visitors attended the 20th edition of Zoomark from 15 to 17 May. The Italian pet supplies fair thus impressively cemented its reputation as Italy's Interzoo.

Expectations in advance that the anniversary event in Bologna would set a new record were stoked not only by the 1 060 exhibitors attending from 57 countries. They occupied an exhibition area of 68 000 m² in seven halls. 795 of the companies, equivalent to 75 per cent of the total number, hailed from abroad. The show's international importance was also bolstered by delegations from the United

States, China, Canada, Brazil, the UK, Greece, the Czech Republic, India and Thailand.

On the first two days of the fair, the number of visitors climbed to a level that the organisers and exhibitors had hoped for but had scarcely dared to enunciate. "Zoomark 2023 has attracted an unbelievable 27 950 visitors from across the globe. The proportion of foreign visitors has doubled compared with

the last edition prior to the pandemic and accounts for 62 per cent," reported Antonio Bruzone, general director of the fair organising body Bologna Fiere, in summary. And if Italy hadn't been beset by constant rain and heavy flooding while the show was in progress, the figures – especially with regard to the number of domestic visitors – would probably have been even higher. The organisers have not

Companies operating in the international arena used Zoomark to initiate business contacts.

released any visitor numbers in the last few years.

Antonio Bruzzone said confidently that “the fact that all the big, well-known brands chose Zoomark as their official platform in 2023 also attests to the leading role played by the trade show in the global pet supplies business.” The next Zoomark will be held in Bologna from 5 to 7 May 2025.

Extensive supporting programme

Over 500 new products were displayed in the Pet Vision area in Hall 16: a detailed report on this can be found on page 40. Directly adjacent to this was the NEXT zone, where more than 50 start-up businesses in the pet sector were able to present themselves. Although some still have a lot to learn about how to create an appealing presentation, they nevertheless attracted plenty of interest.

To complement the trade show, Zoomark offered a full programme comprising more than 80 events. This ranged from meetings of various retail groups via seminars on the European market and merchandising to scientific presentations covering pet nutrition and health. The Aqua Project zone devoted to aquatics was a popular meeting point for aquascapers who are well-known throughout Europe. They set up aquariums and gave presentations that were followed with great interest by countless visitors to the fair.



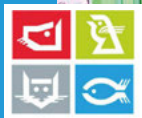
En route to China

It came as a huge surprise when the organisers announced the launch of a Chinese edition of Zoomark, which will be held on 23 and 24 November at the PWTC Expo in Guangzhou. Referring to the initiative, Antonio Bruzzone commented: “The success of our Italian Zoomark has prompted us to look to the market beyond Europe, to develop new projects and to convert the event to a format available for the pet sector worldwide.” Zoomark will be partnered in this venture by the Chinese trade show and conference organiser Informa Markets, which is based in Beijing and has become a strong international player in recent years thanks to its acquisitions and mergers.



A large contingent of Chinese exhibitors was once again present in Bologna. The Zoomark organiser will stage its own trade fair in China in November.

Bologna Fiere has a branch of its own in Shanghai and says it has been cultivating a close working relationship with Informa Markets for some time. Zoomark China is expected to comprise an exhibition area of 15 000 m² and to host around 300 exhibitors. The organisers believe it will attract in the order of 15 000 visitors from China and abroad.

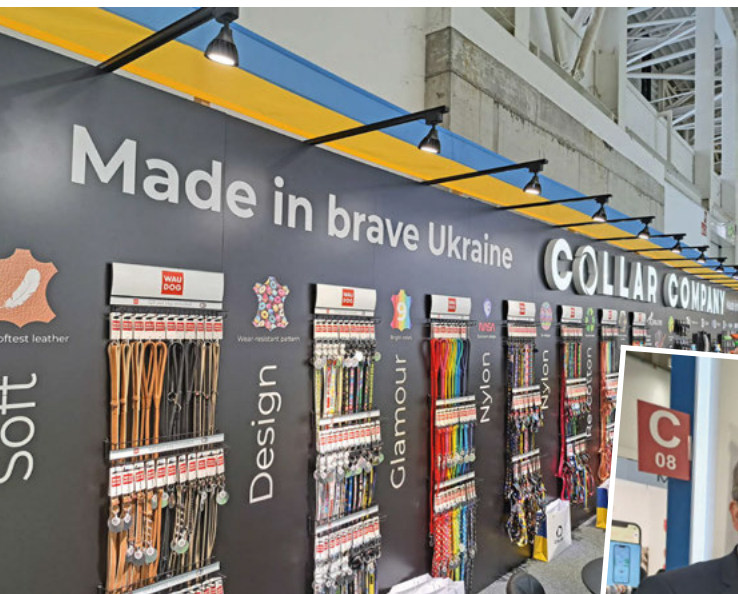


Zoomark in pictures

Exhibitors and visitors were unanimous in declaring Zoomark 2023 a fun experience. Below we feature a summary of presentations and impressions underlining the affirmative mood.

Wide aisles, colourful presentations and a comprehensive hall layout were characteristic of this edition of Zoomark and made a visit to the show a pleasant experience.

“Made in brave Ukraine” was the heading for Collar Company’s presentation. It reported on new shipping warehouses in Poland and the USA along with significant expansion and new canine accessories. ▼



Novel dog treats in the form of cream-filled biscuits were on show at Caniland. They are manufactured at a small plant in Chile and were very popular at Zoomark. ▶



At Petsafe, the focus was once again on electronic cat and dog flaps as well as its new self-cleaning cat toilet, proudly displayed here by Marcel Orendi, new country manager for the German-speaking region.

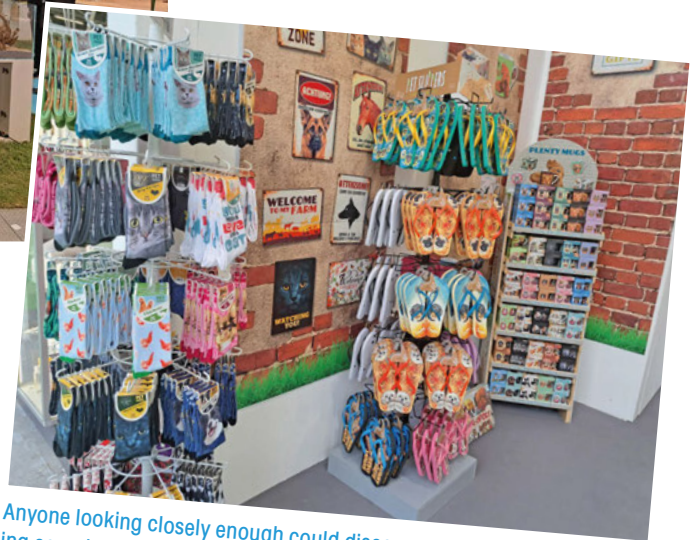
Rainer Hauf and Sanadog made their debut on the international trade fair scene. He offers his treat range exclusively to independent pet supplies traders in an online shop he set up by himself.



Aquascapers were invited to an international get-together for the special Aqua Project area, where the focus was on entertaining talks and presentations of aquarium layouts.▶



Trixie has also homed in on the steadily growing assortment of treats with attractive sample presentations. Many pet product retailers took new ideas for their own stores away with them from here.



Anyone looking closely enough could discover a number of interesting complementary assortments for pet shops in addition to the huge range of dog and cat food.



The evening of the first show day was a celebration of the Zoomark anniversary. Prosecco, finger food Italian-style and background music provided the accompaniment to an evening of dancing and merriment.



Hailing a taxi at the end of the show day was like trying to win the lottery, with people sometimes having to wait for hours – a situation not improved by the heavy deluges during Zoomark.