



Interzoo 2018 Nürnberg, Germany 8. – 11.5.2018

35. International Trade Fair for Pet Supplies
35. Internationale Fachmesse für den Heimtier-Bedarf

PRESS RELEASE

March 2018

Interzoo 2018 is growing nationally and internationally

The powerful growth trend continues: Interzoo 2018, the world's leading trade fair for pet supplies, which will be held in Nuremberg from 8 to 11 May, observes a new record number of exhibitors and exhibition space not only from Germany, but also from Europe and overseas. The number of exhibitors crossed the 2,000 mark (2016: 1,818). Companies from around 70 countries will exhibit their products and services over approximately 120,000 square meters of space (2016: 115,000 square meters). The trade fair organizer WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) will offer focused event formats as a means of presenting the global offering of pet food and accessories, grooming products, garden products and equestrian sports products, as well as services, in a clear and easy-to-understand way.

Foreign interest in particular continues to grow: Exhibitors from abroad will account for 83 percent of all exhibitors, a new record. Moreover, the interest of European and German exhibitors has grown steadily since 2014. Compared to Interzoo 2016, the percentage of German exhibitors has grown disproportionately to 10 percent.

The African market is poised to take off

The high degree of internationality underscores once again the claim of the event organizer to be the world's leading trade fair for pet supplies. The Interzoo organizer, WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH), has encountered an increase in applications for display space from European exhibitors, particularly from Italy, the Netherlands, Spain, the United Kingdom, Austria, Belgium and France; exhibitors from Turkey have also shown considerably more interest this year. Overseas, the organizer has noticed stronger demand from exhibitors from India, Canada, China, and the United States. Also in Africa, the pet supplies market is clearly growing due to the considerably rising interest in keeping pets there.



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Trend to higher quality

Although exhibitors will only unveil their innovations right before the trade fair, some trends are clearly emerging already. “Pet snacks are increasingly featuring additional benefits, offering more than just flavour”, reported the Chairman of the Interzoo Trade Fair Committee, Hans-Jochen Büngener. For dogs they increasingly base on fresh meat. He also said that pet food additives are being used in high doses specifically to support the development and functioning of joints, ligaments, fur and skin, stomach and intestines. In general, more attention is being paid to the quality of pet food, including both dry food and wet food. At the same time, package sizes are becoming smaller. Depending on the size of the animal, portions are becoming smaller so as to avoid leftovers and make sure that only fresh food is placed in pets’ bowls.

Product segments

Products for dogs and cats still account for the largest share by far of the products to be exhibited at the Interzoo 2018. This segment continues to grow from a high level: 43 percent of exhibitors will present products in this segment. The second-largest product segment consists of products for small pets and rodents, accounting for 12 percent of exhibitors. Eleven percent of exhibitors will focus on aquarium trends. Nine percent of exhibitors will present products for pet birds, while terrarium products and products for outdoor pets each account for 9 percent of exhibitors.

Interzoo Country Sessions

The Interzoo Country Sessions are meant to highlight the developments of different markets around the world. Participants can expect condensed presentations on the development of the pet supplies market in each country, as well as information about import requirements and specific characteristics that need to be observed. This information will be presented on a first-hand basis by associations from each country or by the market research firm Euromonitor. Visitors can attend the Country Sessions (Hall Brüssel 2, NCC Mitte) free of charge.

Highlights of the Interzoo Country Sessions include information about the pet supplies market in the United States (Wednesday, 9/5/2018, 11:00 a.m. to 12:30 p.m.), and market overviews for China (Wednesday, 9.5.2018, 2:30 to 4:00 p.m.) and Brazil (Thursday, 10.5.2018, 10:00 to 11:30 a.m.). Paula Flores, the consultant in charge of the pet supplies sector at the market research firm in Euromonitor, will present insights into the pet supplies markets in the United States and China.



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Animal welfare at the Interzoo: Station for visitors' pets

Again this year, the organizer will offer a well-appreciated service for trade visitors, the visitors' pet station between the East Entrance and Hall 7A. Visitors who bring their dogs will have the option of leaving their pets there to be looked after by employees of the Nuremberg Animal Shelter free of charge. The only requirement is the presentation of a vaccination card with a valid rabies vaccination.

The Interzoo is a trade fair for pet supplies, not for sales of living animals. If an exhibitor would like to exhibit pets, he or she will need to register for that before the trade fair and ensure that the animals are held in compliance with the guidelines and provisions applicable in Germany. For example, it is not permitted to hold ornamental fish in cylindrical or wall-unit aquariums and reptiles in very small terrariums.

Accommodation in Nuremberg

Trade fair visitors can find accommodation at <http://hotel.nuernberg.de/>. The NürnbergMesse service team can provide assistance. Please call +49 9 11 86 06-84 07 or email hotels@nuernbergmesse.de. Trade fair visitors can find private accommodation also through the Airbnb web portal.

The **Visitor Service** can be contacted by phone +49 9 11 86 06-49 69, fax +49 9 11 86 06-49 68 or email: besucherservice@nuernbergmesse.de

As the world's leading trade fair for pet supplies, Interzoo is targeted at commercial enterprises selling pets and pet supplies, pet food and accessory manufacturers, vets, regulatory authorities and commercial consumers like vet clinics, alternative animal health practitioners, pet boarding facilities and pet grooming salons. For more information on obtaining accreditation as a trade visitor, please go to: www.interzoo.com/en/visitors

The organizer of Interzoo is WZF GmbH (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH), which has appointed NürnbergMesse GmbH to operate the exhibition.

www.interzoo.com/en



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Contact details for visitors

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Charts about the range of products, exhibiting countries, the development of the number of exhibitors and a hall plan are available in print quality in the newsroom at: www.interzoo.com

Press and media spokesperson Interzoo

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All press releases and more detailed information and photos are available from: <https://www.interzoo.com/en/news>