



24-27 May 2022 | Nuremberg, Germany

Interzoo 2022

37. International Trade Fair for Pet Supplies



Show Report

Show Report Interzoo 2022

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Trade fair success

Interzoo 2022 attracted 1,326 exhibitors and about 28,000 trade visitors

Interzoo is the world's leading trade fair for the pet supplies industry. It is the global industry's most important meeting place and showcases the variety, innovations and trends in pet-related products and services. 79 % of exhibitors and 72 % of visitors come to Nuremberg from abroad for the world's largest international trade fair.



96 %

of exhibitors were satisfied with the visitor quality



92 %

Recommendation rate (exhibitors)



96 %

Readiness for revisits (visitors)



Trade fair success

The Interzoo 2022 as a network and business accelerator



97%

of exhibitors were able to reach their most important target groups



96%

of exhibitors were able to establish new business relations



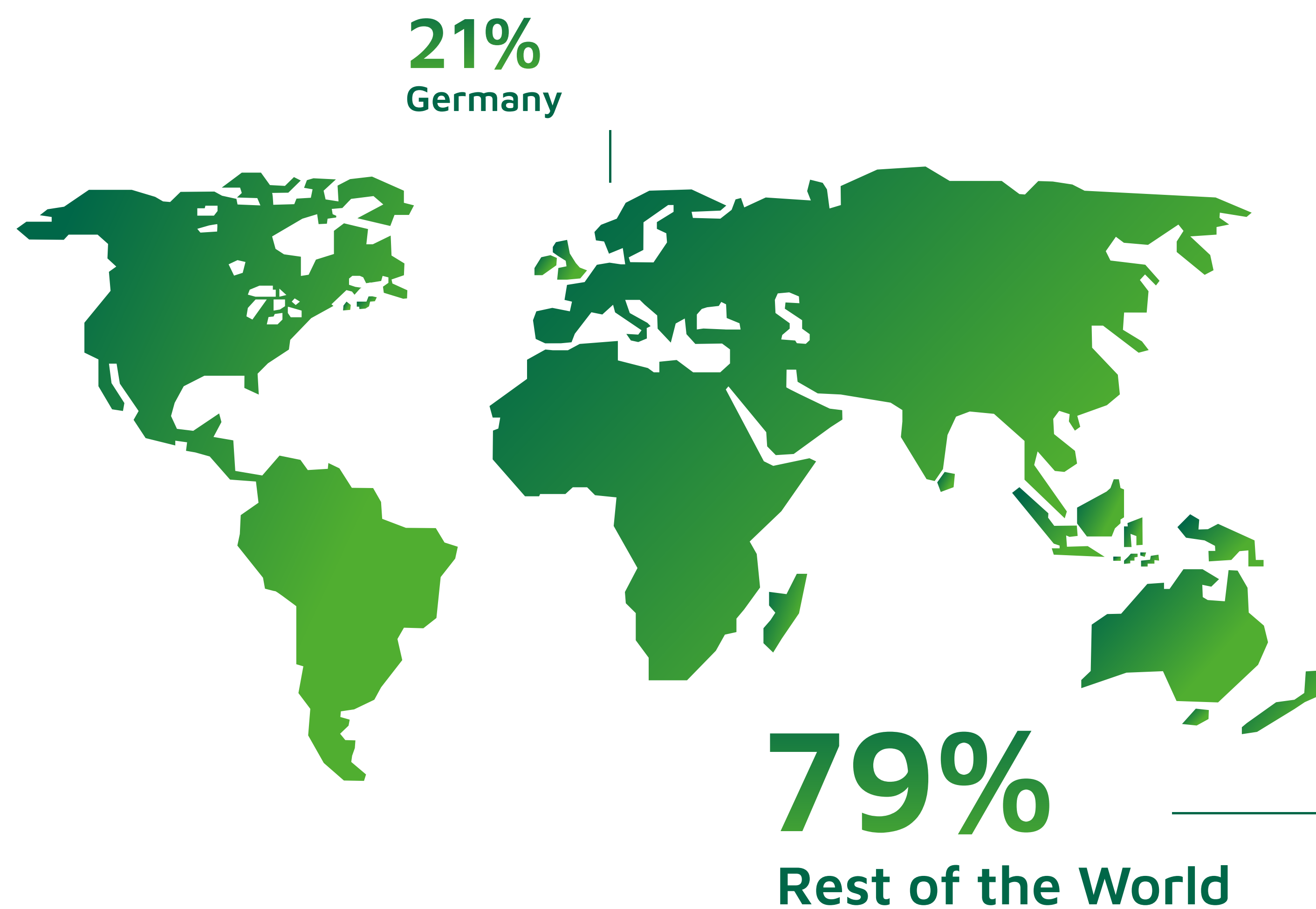
93%

of exhibitors expect a follow-up business due to contacts made at the trade fair



Origin of exhibitors

1,326 exhibitors on a gross area of 102,000 square metres



Number of countries

59

TOP 10 Exhibiting countries international

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

Exhibitor product segments

1,326 exhibitors from 13 different product segments



73% Products for dogs and cats

11% Products for small animals and rodents

10% Products for ornamental birds

9% Aquaristics

9% Petfood Technology

5% Products for garden animals

3% Shop fittings, packaging

3% Terraristics

2% Equestrian products

2% Boutique products

2% Living with pets and plants

1% Specialist literature, multimedia

0,3% Fishing sports



Innovation and internationality

Special areas: Start-ups and international community stands



700 sqm

special start-up exhibition
area for more than 50 young
companies



11

Country pavilions from Brazil,
Canada, China, Czech Republic,
France, Great Britain,
Indonesia, Italy, South Korea,
Taiwan, USA



81 %

of surveyed visitors used
the Interzoo App



Visitor satisfaction

Interzoo - the perfect place to meet and do business



98 %

of visitors were satisfied
with the range of
products at the trade
fair



93 %

of visitors are decision-makers
or involved in purchasing and
procurement decisions in their
company



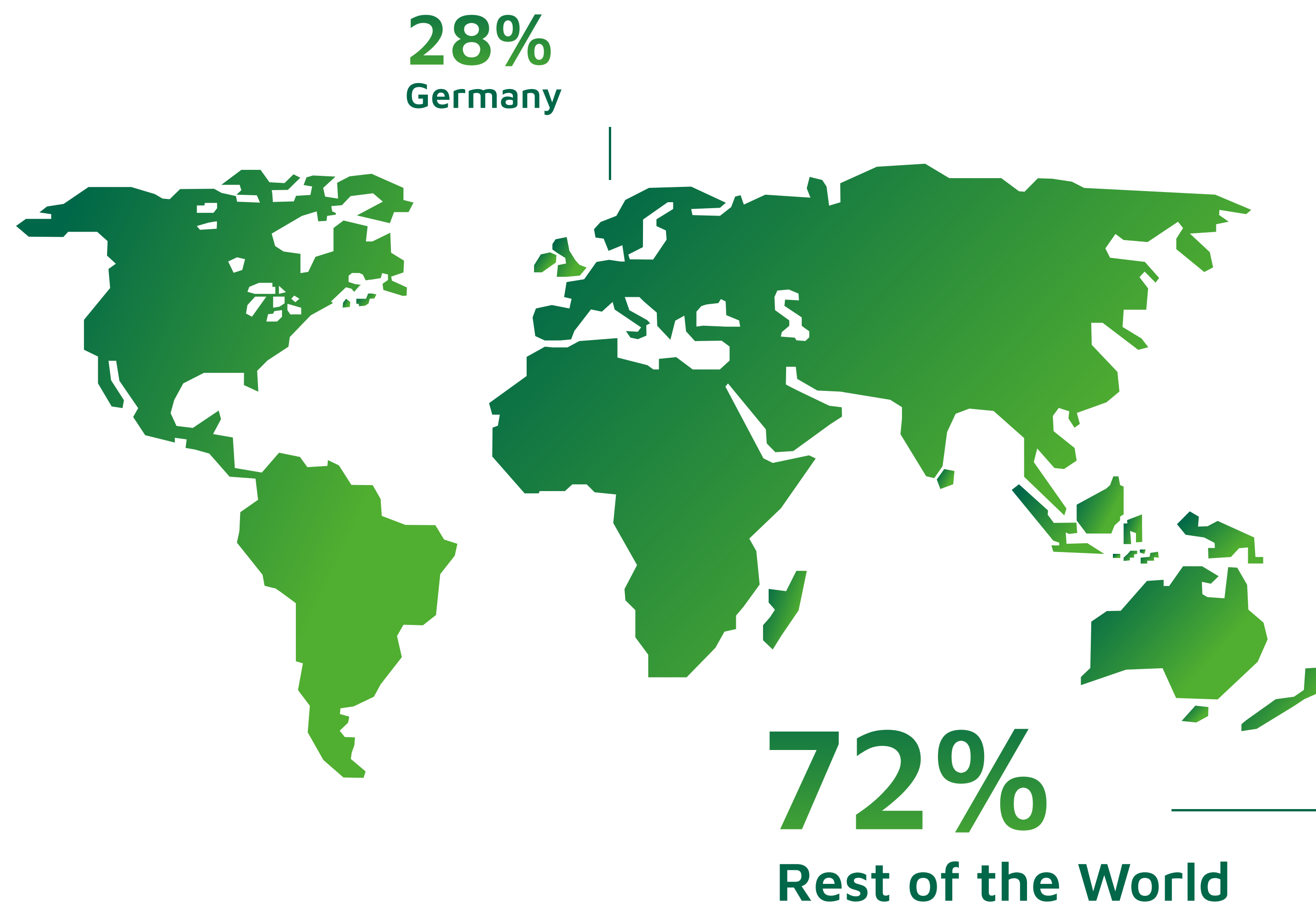
97 %

of visitors were satisfied
with the information and
contact opportunities at
the trade fair stands



Origin of visitors

About 28,000 visitors from 129 countries travelled to Interzoo 2022



Number of countries

129

TOP 10 Visiting countries international

- 1 Italy
- 2 Spain
- 3 The Netherlands
- 4 Great Britain/Northern Ireland
- 5 France
- 6 Poland
- 7 Czech Republic
- 8 Greece
- 9 Israel
- 10 Switzerland

Visitor interest

Visitor interest for the 13 different product segments

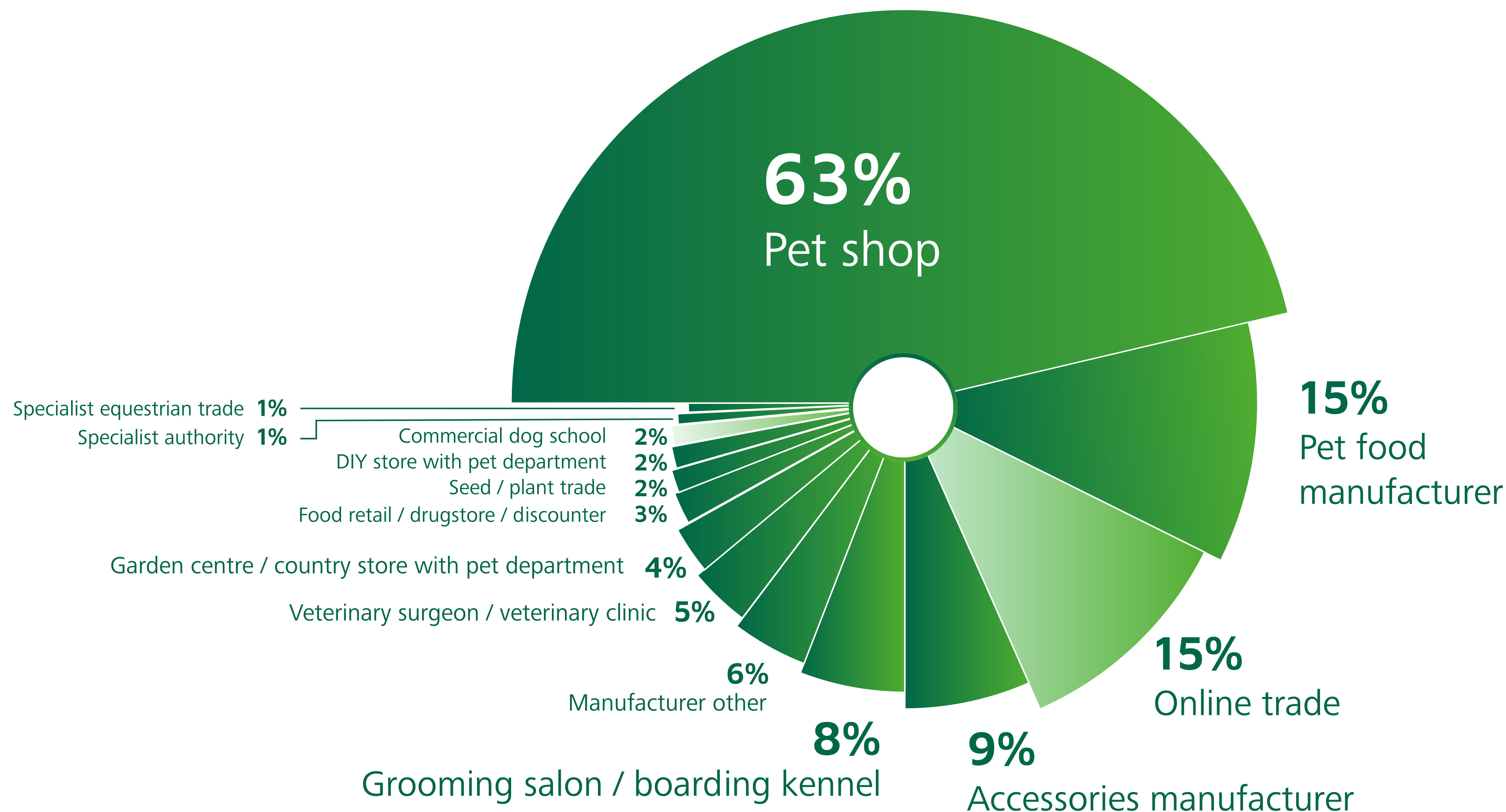


- 65%** Products for dogs and cats
- 32%** Petfood Technology
- 18%** Products for small animals and rodents
- 13%** Aquaristics
- 12%** Products for garden animals
- 10%** Products for ornamental birds
- 9%** Shop fittings, packaging
- 7%** Terraristics
- 5%** Boutiqueartikel
- 4%** Equestrian products
- 4%** Living with pets and plants
- 3%** Specialist literature, multimedia
- 1%** Fishing sports



Visitors by economic sector

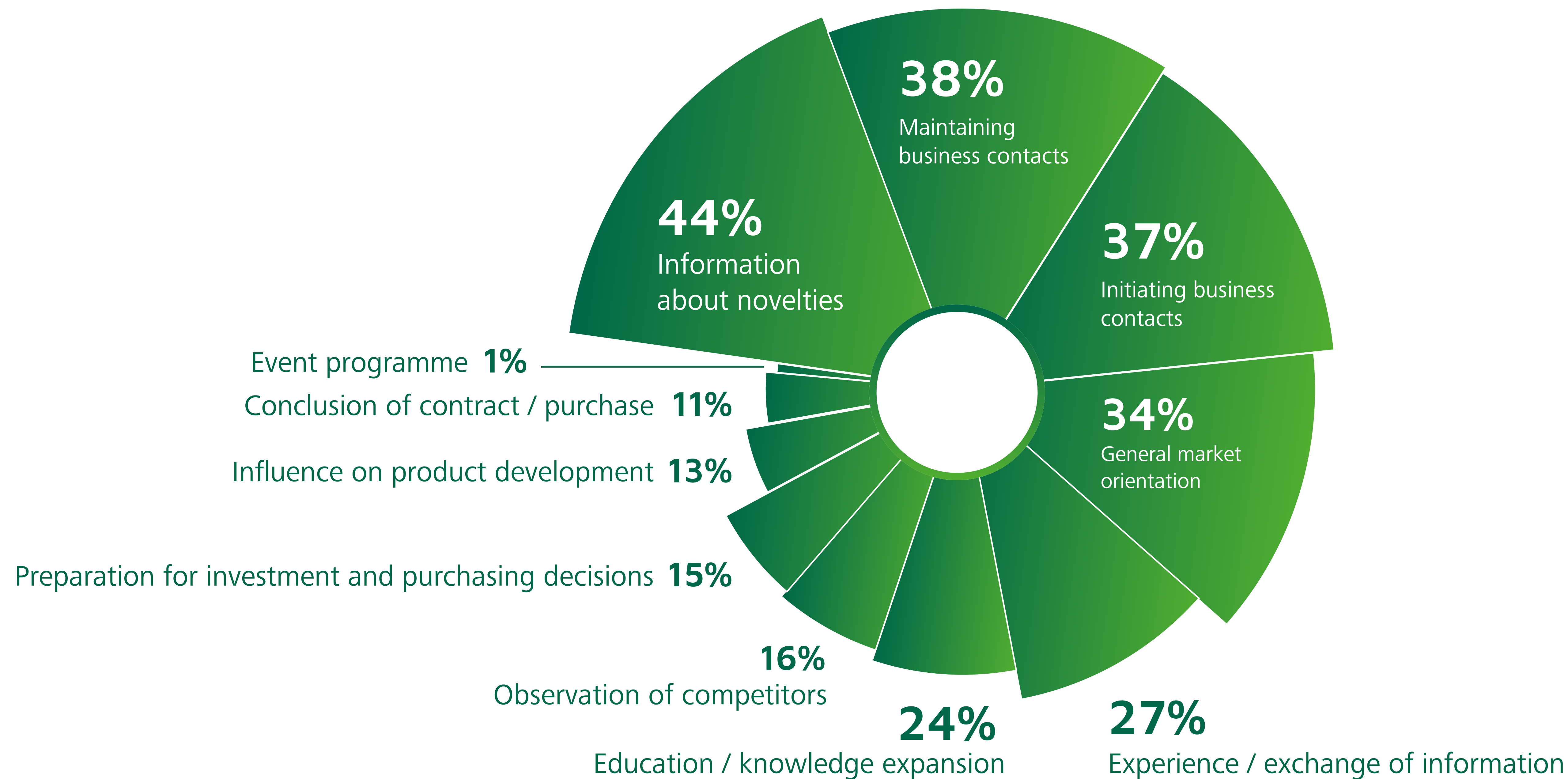
Visitor variety mirrors the entire pet supplies industry





Reasons for visit

The main reasons for visiting Interzoo 2022





Reach and coverage

The communication channels and marketing tools of Interzoo 2022



News

- 231 accredited journalists from 19 countries
- Trade fair news Interzoo Daily as a ZZA supplement (circulation: 12,000) and in four issues during the fair (circulation: 8,000)



Social Media

- 172,086 accesses on LinkedIn, Twitter and Youtube (period: 1.3.-1.6.2022)
- 328 Youtube videos by journalists and influencers with an average of 1,103 views



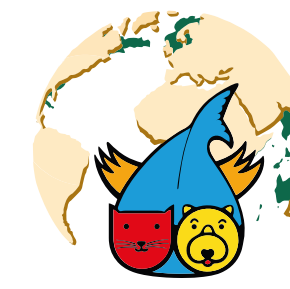
Web

- 317,906 sessions and 2,293,685 page views from 143 countries (period: 5.6.2021-27.5.2022) with a dwell time of more than six minutes and over two sessions per user



Newsletter

- The newsletter, available in German and English, reaches over 10,000 people
- The average opening rate is 56.95 percent

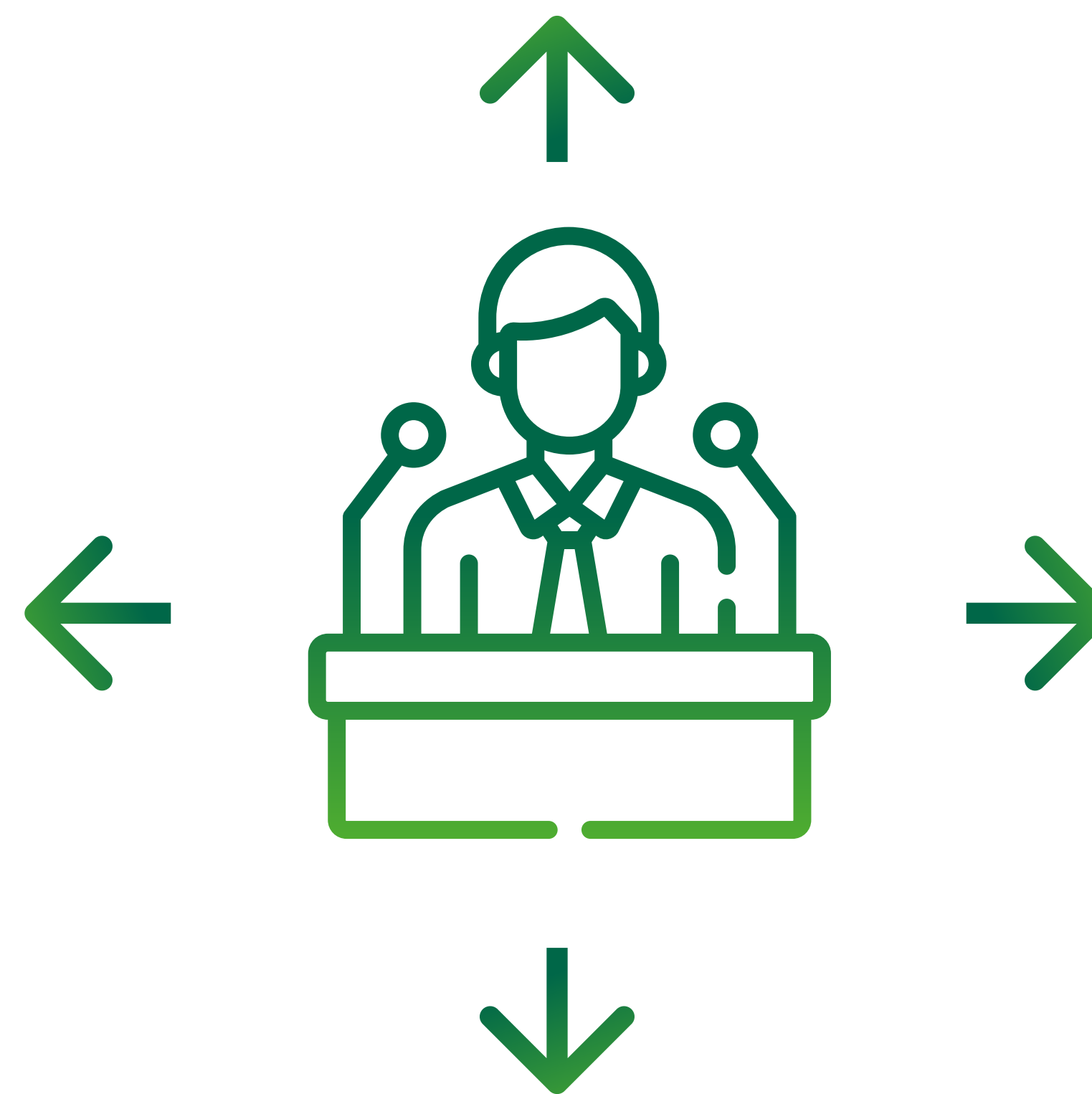


Event programme

Professional networking, exciting impulses and trends

Expert sessions on the most relevant markets, the the petfluencer scene and sustainability issues

Petfood Forum Europe by WATT Global Media; an international conference on trends, research and innovations in the European pet food market in collocation with Interzoo



Fresh Ideas Stage with 24 presentations and prestigious award gives a high-profile positioning to young companies and new products



Interzoo Academy as a year-round knowledge platform for the pet industry with webinars on global trends



Interzoo
academy



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. 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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