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Advancements in antioxidants, microbiomes and CBD.

## South America

Highlights of the South American market.





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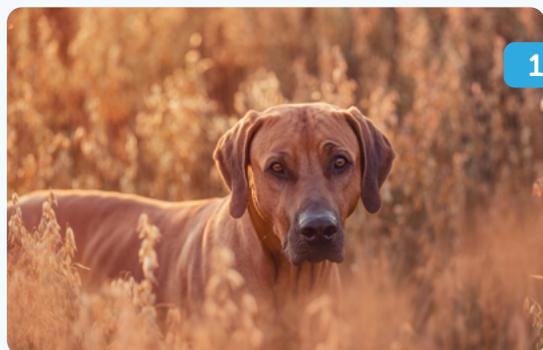


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## Highlights this issue



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### Pre-Interzoo

It is that time again: Interzoo is coming to town and the industry is bracing for the four days that will make or break it. Read all about the main reasons for attending and the latest developments to be found on the floor.

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# Speakers and surveys help the industry move forward

We can look back on a very successful GlobalPETS Forum. This 21<sup>st</sup> edition was attended by 233 delegates from 25 countries. The topical theme 'get into the heart of the consumer' provided a lot of inspiring information about what a modern consumer approach can mean in today's world. The most frequently used terms were: authenticity, transparency and trust. Professional speakers from inside and outside the industry discussed the topic from many different angles.

Meanwhile, the pet industry is preparing for Interzoo, the most important bi-yearly event on the industry calendar. But what are the expectations of visitors and exhibitors? When is the event a success for them? PETS International evaluated this on the basis of a market survey.

There is a lot of talk in the industry about accessory design and the Internet of Things. To investigate the mindset of the consumer, PETS International and

Yummypets conducted a survey among pet parents in five major EU countries. The findings show that attractively designed products are important for pet parents, as long as the price is affordable. Millennials are used to using all kinds of apps. And 75% of pet parents see themselves using more apps dedicated to pets in the years to come!

A large sector of the pet industry is the food and snacks market. Therefore, this issue once again has a section with many articles on the subject.

South America is a global region that is showing steady growth. How are the different countries there developing? Who are the major players in the market? You can read about it in the South America section.



Corine van Winden, CEO



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# Private label trends

## Interzoo

Transparency

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Novelties & luxury

Vegan & alternative proteins

## Development of global regions

Driver of innovation

Retail audits

## Ingredients & production

Sustainability & impact on supply chain

## Accessories

Trends for the small pets

May Interzoo issue | Advertising deadline: 27 March 2020 | Publication date: 24 April 2020

Contact head office (see page 52) or local representatives (see page 51).

## Pet industry highlights



### Interzoo

19 to 22 May 2020  
Exhibition Centre Nuremberg  
Nuremberg, Germany  
[interzoo.com/en](http://interzoo.com/en)

### Pet South America

19 to 21 August 2020  
São Paulo Expo  
São Paulo, Brazil  
[petsa.com.br](http://petsa.com.br)



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Correspondence may be edited for clarity or length.

## Aller Petfood celebrates 40 years of pet food!



The Aller Petfood story actually began many more years ago – 98 to be precise – when Frederik Bylling bought 'Aller Mølle'. Povl Bylling, father of the current CEO Henriette Bylling, took the first steps on the company's pet food journey in the 1970s: "We already had experience in animal feed, which we had been producing since 1921."

Over time, beside its own brands, Aller Petfood added many private label customers to its portfolio. Throughout the four Bylling generations, facing challenges head-on has always been in the company's DNA. So, when there was an opportunity to enter the Russian market as the very first private label pet food manufacturer, Aller Petfood went for it.

"As the 4<sup>th</sup> generation in our family business, I feel personally responsible for everything we do, and I am not willing to compromise on quality, delivery fulfilment or the relationship with our sales and supply partners, no matter where they are located," says Henriette.

## Nestlé to invest \$2.1 billion in sustainable packaging

Nestlé plans to spend as much as \$2.1 billion (€1.9 billion) to shift its packaging from virgin plastics to food-grade recycled plastics, and to increase development of more sustainable solutions. Two years ago, Nestlé promised to make all its packaging recyclable or reusable by 2025, and aimed to reduce the use of virgin plastic by a third. Nestlé's plan to pay a premium rate for recycled material could alleviate any future shortages of used plastics for food packaging by tempting new suppliers to enter the business.

Nestlé has opened a research site near its global R&D headquarters in Lausanne, Switzerland, where it will develop more sustainable solutions for packaging different kinds of food products.



## Pet industry highlights

### Tractive



Florian Gschwandtner is back at Tractive, and will take on the operational role of Chief Growth Officer to help the successful company from Pasching, Austria, continue on its growth path as market leader in GPS tracking for cats and dogs.

Gschwandtner founded the GPS pet tracking company together with Michael Hurnaus,

Michael Lettner, Michael Tschernuth and his Runtastic founding colleagues back in 2012. He has previously worked as an investor and adviser at Tractive, but is now taking on an operational role.

Tractive presented its latest product at the Consumer Electronics Show in Las Vegas, the world's largest electronics fair. The new Tractive GPS LTE Tracker combines precise GPS tracking and detailed pet activity monitoring with the latest mobile network standards.

### United Petfood Group acquires Effeffe

United Petfood, international producer of dog and cat food, has acquired the Italian company Effeffe Petfood.

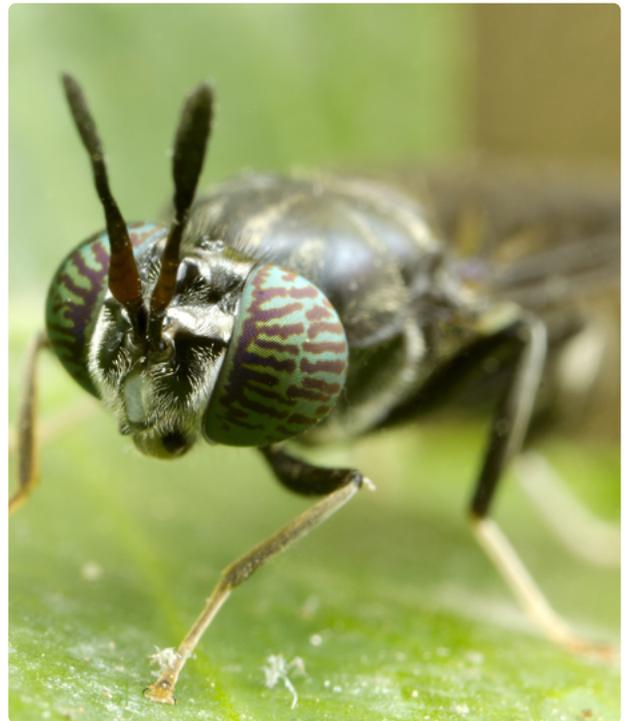
The Effeffe acquisition is part of United Petfood's strategy to further strengthen its position in the international market. The Italian company has more than 30 years of experience in the private label pet food industry.



### Darling Ingredients invests in insect protein for pet food and feed solutions

Darling Ingredients Inc. has acquired the remaining 50% of EnviroFlight, LLC from Intrexon Corporation, so it now wholly owns the company.

Darling says it plans to leverage its 135 years of sustainable ingredient experience with EnviroFlight's innovative approach to black soldier fly larvae rearing and processing to develop cutting-edge, sustainable specialty proteins for pet food and feed.



### Spotify announces personalised playlist for pets



Spotify has created a playlist generator specifically designed for owners of iguanas, birds, hamsters, dogs and cats. Simply click on the appropriate animal, give some details about their personality and provide their name.

While music for pets is not an exact science, the company did consult experts in the pet industry to find out what might work best for pets.





# GlobalPETS Forum 2020

The GlobalPETS Forum 2020 in Athens was a great success. The Forum Award went to an innovative, customer-oriented family business. Which industry trends, threats and opportunities were presented to the delegates this year?



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# 21<sup>st</sup> edition of GlobalPETS Forum! Get into the heart of the consumer

Traditionally, a marketing approach targets a customer. But customers are changing, and this is no longer enough. Getting into their hearts is how to achieve customer loyalty for your company and brand. The GlobalPETS Forum programme and the content of the speeches focused on how to do that.

## Omotenashi – the customer is god

A statement that set the ball rolling: a brand has to have purpose. When that is established, the brand has to keep acting on it. Purpose is enhanced by authenticity and transparency, enabling an essential level of trust. And trust is the basis of your customer relationship.

But there is more to achieving that kind of relationship. Until now, the idea has been to treat a customer like you want to be treated yourself. But you need to treat your customer the way they want to be treated. This calls for intelligent selling: not just selling to the customer, but helping them too. For instance, by recommending other products after they have bought one. 'Raving fans' are your biggest source of future customers. They advertise you, for free! So treat every customer as if they are the next biggest catch. You never know what they could do for you.

## Personalisation

75% of the people visiting Zooplus are not searching for products, but for problems. For instance, 'my cat has fleas' instead of 'anti-flea lotion for cats'. Zooplus has a high search engine ranking because they

*A picture says more than a thousand words, but an experience says more than a thousand pictures.*

understand search behaviour. They also offer pet-related services that are customer lifecycle related.

To get into the heart of the consumer, a company needs to offer 'ultra-good' service. For example, Zooplus has a pet parent community built on emotional content, premiumisation and personalisation. This level of product personalisation can only be achieved using big data and AI. So none of it is possible without an excellent logistics base. Bethowen goes even further, offering customers a 'solution' rather than just a service.

## Experience+

Other Forum speakers presented essential market insights and developments, pricing tips and lots of numbers. The counterweight to the rise of Amazon is experience building. Give customers a unique experience inside your shop, so they can meet each other and create a community. ♦





### Loyalty Award

GlobalPETS Forum also turned the spotlight on those participants who were attending the conference for the 10<sup>th</sup>, 15<sup>th</sup> or 20<sup>th</sup> time. During this edition, six Loyalty Awards were handed out.

*From left to right:*

*Bob Hansson, Richard Pistori, Corine van Winden, John Hensilwood, Roar Feedt, Eddy Nijhof, Gertjan Willems.*



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Zolux FRANCE

# Putting the customer first

**Zolux believes in a customer-centric approach to optimise the potential of new products and services. Putting customers first also ensures loyalty in the long term.**

## Side by side

Customers strongly influence both Zolux's business activities and the organisation itself. It has evolved along with them, and mostly thanks to them. Market trends, new product ideas, private labels, the internet, and changes in politics and society all affect consumer behaviour. The company has continually adapted its approach to the ever-changing needs and expectations of its customers.

## Customer community involvement

There are several ways that the company gets to know its customers. For example, exhibiting products at public fairs, being active on social media, and conducting marketing campaigns targeting in-store and online customers. Since 2013 it has employed web marketing personnel and community managers, so it does not have to outsource any publications or responses.

The data collected is mainly used to make wise decisions about brands at various stages of product development.

## Product feedback

The company does not have its own loyalty programme, as all the retailers selling its products already have theirs. But to be in close contact with people who already buy its products, or would like to get to know them, Zolux has created La Tribu. This is a community of pet owners who can apply online to test products under development on their own pets, in real-life conditions. Feedback generated by La Tribu is used to adapt products to customer needs.

The teams at Zolux have fully integrated this customer-centric strategy into their product and service development. 35% of the company's current employees are millennials, and this ensures plenty of

fresh ideas for activities during the regular company brainstorming sessions!

## Responsibility for all

Sustainability trends are influencing the pet industry and the purchasing habits of consumers, who now demand more transparency and more social responsibility. 2020 will be a turning point for Zolux, with the implementation of its corporate social responsibility strategy. The company aims to provide a fulfilling environment for its staff, while limiting the environmental impact of its products and activities. It wants to do better for the planet, and that is not only for consumers, but for the future of us all! ♦

♦ **Zolux S.A.S.**  
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# Food, ingredients & production

Findings from scientific research into ingredients in human foods are increasingly being applied in pet food production too. We highlight advancements in areas ranging from antioxidants, microbiomes and CBD, to tailored food for small mammals – all aimed at promoting pet health and well-being in line with customer demands.

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# The microbiome: improving pet health and commercial opportunities



Recent advances in analytical techniques have made it possible to improve pet health using microbiome tools.

## Microbiome tools

Microbiome science has broadly impacted pet nutrition and product design. The term 'microbiome' generally refers to bacteria, fungi, yeast and protozoa in the intestinal environment. Advanced analytical techniques now enable characterisation of many microorganisms in the microbiome. This has led to a better scientific understanding of how to improve pet health using dietary tools that can manipulate the microbiome.

## Fibres

Dietary fibre is the oldest and most widely used microbiome tool. Examples of this include beet pulp, tomato pomace, wheat bran, rice bran and wood

cellulose. In addition to this, fibres provide functional value to the intestine. They accommodate movement of gut contents, stool formation, bulk, normal bowel movements and nutrients from fermentation.

## Prebiotics

Prebiotics are similar to fibres in that they are indigestible and plant-derived. While many prebiotic sources have been described in the scientific literature, practical pet food formulations incorporate chicory root, inulin and fructooligosaccharides as prebiotic sources. Prebiotics in pet diets have mainly been used to promote the growth of beneficial bacteria, but there are other benefits such as energy storage and nutrient absorption.

## Attributes of microbiome tools

Attribute	Fibre	Prebiotics	Probiotics
Use	Physical and fermentation	Increase beneficial bacteria	Introduce beneficial bacteria
Cost	Modest	Modest to High	Modest to Very high
Consumer interest	Reasonable	Good	Very good
Stability	Very good	Good	Variable
Regulatory definition	Good	Good	Improving
Opportunities for label distinction	Good	Good	Amazing

### Probiotics

Probiotic science is a rapidly advancing field of study. Probiotics are live organisms – such as Bifidobacteria and Lactobacilli – that are introduced into the intestinal environment for their ability to enhance the number of beneficial organisms at the expense of pathogens. Prebiotics and probiotics complement each other; probiotics are like ‘seeds’ in the gut, while prebiotics are ‘feed’ for the ‘seeds’. Health benefits in pets include anti-inflammation, boosting immunity, improving mood/anxiety and skin health, weight management and even addressing some forms of cancer.

### Challenges

Dietary fibre and prebiotics are considered stable in many extruded and retorted products. However, the cooking process, while ridding food of pathogens, also deactivates many probiotics. Another challenge with probiotics is the regulatory environment. The sheer number of probiotic options, not to mention the myriad of health benefit-related claims resulting from ongoing research, is something that is difficult to regulate.

### Opportunities

The challenge of keeping probiotics viable has created a market opportunity for probiotic-stable pet supplements. In addition, the advent of new analytical techniques has given consumers the ability to assess their pet’s microbiome. These insights will create more opportunities to provide products that are further tailored towards improving the microbiome. A survey of commonly marketed dog and cat food products indicates that there is room for improvement by incorporating dietary fibre and prebiotic sources.

The future is bright for innovative pet product manufacturers to improve the health and well-being of pets while creating competitive, differentiated products. ♦



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## Only the best

German-based Grau has been leading in the production and distribution of state-of-the-art dog food and supplements. Best known for its long-standing Hokamix brand, to this day the company continues to focus on quality: using only the best ingredients for its products. When it was first launched, Hokamix was a revolutionary product with a unique blend of herbs. Since that time, dog owners all over the world have successfully helped their dogs overcome skin, intestinal and mobility problems by giving them this unique herbal mixture.

Over time, the Hokamix range has been expanded and a number of innovative supplements have been added. Not only are improvements and new additions based on customer feedback, the latest beneficial scientific developments in the field of nutrients are applied to continue to bring innovative and even more effective products.

## Three core values

The company's values are built on three pillars: honesty, customer satisfaction and reliability.

- *Honesty* – results are the most reliable way to convince customers of product effectiveness.
- *Customer satisfaction* – this goes beyond simply satisfying the customer. It is about exceeding his expectations.
- *Reliability* – deliver what is promised!

Grau is currently active in 25 countries and rapidly expanding to new ones. A dedicated export team offers comprehensive support to distributors. The company is active on dog shows all over the world: helping distributors to grow within their markets. They strongly believe that a solid partnership is based on reliability and mutual benefits.

## Sustainability

With sustainability high up on most people's agenda, Grau has replaced part

of the plastic Hokamix packaging with less polluting cardboard packaging. What is more, the company uses 100% recyclable plastic carrier bags for its customers. DHL and GLS Go Green shipment options are used worldwide for product distribution to minimise the company's carbon footprint.

## Future plans

Trends, such as premiumisation, humanisation, nutritional knowledge and urbanisation, are set to impact the pet industry. Grau closely follows these and other trends, for both short- and long-term plans. Looking to know more on how this market leader can help you bring innovative supplements to dog owners? Get in touch! ♦

- ♦ **Grau GmbH**  
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# Synergy between natural and synthetic antioxidants

The transition from synthetic antioxidants to natural ones in pet food for safety reasons presents new challenges, but there is another alternative.

## Forces of change

A concern for naturalness in human foods has extended to a greater awareness about additives in pet food. This has been accompanied by a slow but steady increase in the re-evaluation of the safety of synthetic antioxidants in pet food. This re-evaluation has extended to the antioxidants butylated hydroxyanisole (BHA) and butylated hydroxytoluene (BHT). Most current concerns are expressed over BHA and, in particular, its re-authorisation for use in cat food.

## Natural options

The definition of naturalness is not clear and is subject to interpretation. The only class listed as natural antioxidants are natural mixed tocopherols (mixed homologues of vitamin E) and vitamin E itself. In pet food, flavour compounds and botanical extracts offering antioxidant capacity are commonly utilised, such as rosemary extracts.

## Understanding the options

However, the desired transition from synthetics (BHA and BHT) to natural additives might reveal that naturalness comes at a price – in terms of both cost and the stability of the pet food. Natural alternatives to synthetic antioxidants

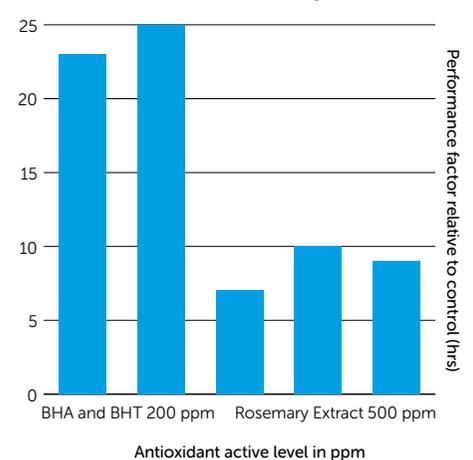
usually not only cost more, but are also less effective. Therefore, more attention should be paid to the synergy between naturals and 'more acceptable' synthetics used in food systems with proven long-standing safety, such as infant nutrition. Ascorbates, gallates and chelates work well with natural antioxidants and are cost-effective. The drivers of these compounds work together and are suitable for use in the pet food process.

## Cost-effective antioxidants in fats and pet meal

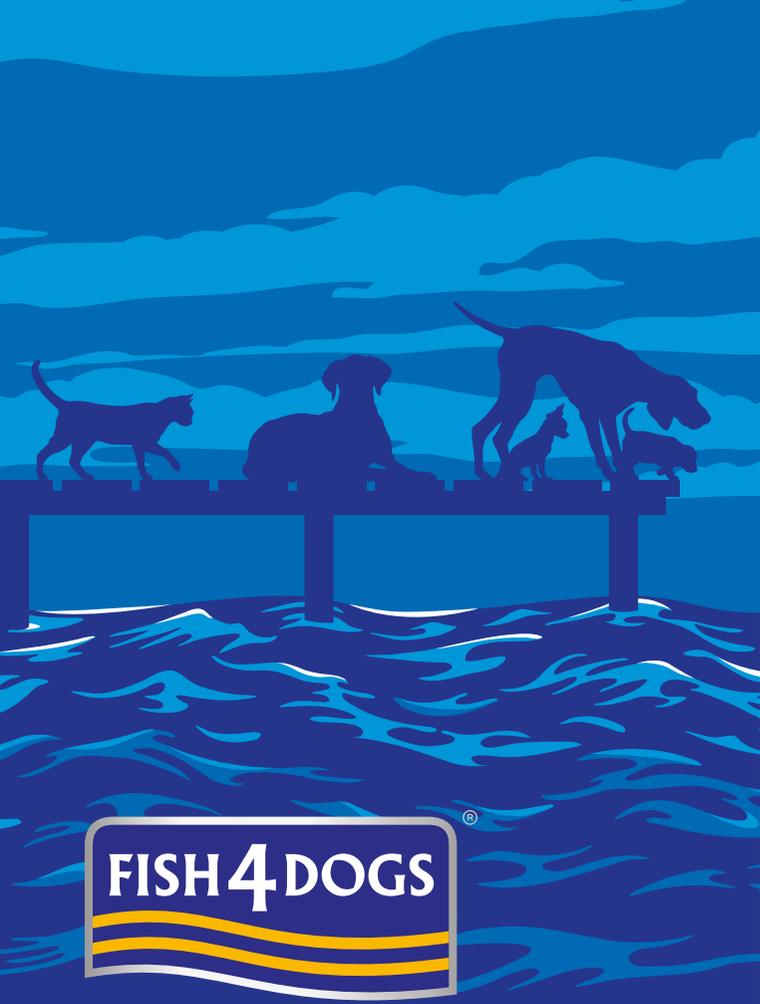
Antioxidants used in pet foods, such as BHA and BHT, are typically fat-soluble. Non-oil-soluble polar antioxidants work efficiently in fat systems as coating fats for kibbles, due to the 'polar-paradox'. A study based on factory-produced turkey meal (higher in polyunsaturated fats) shows the efficacy of this approach while avoiding using BHA and BHT. The turkey meal was produced using proprietary antioxidants containing BHA and BHT, naturals and the Vitablend product PET-safe (excluding BHA and BHT). Antioxidant capacity was measured by the induction point (hrs) to oxidation under accelerated conditions using the Mikrolab Oxipres. Relative performance is shown compared to the standard control of no antioxidant.

The study showed that PET-safe (without BHA and BHT) extends the shelf life of the turkey meal by a factor of 25 compared with the addition of no antioxidant. This matches the performance of standard combinations of BHA and BHT, yet without the additional cost that is often associated with using natural antioxidants. Vitablend places emphasis on formulation and application work to help manufacturers decide on the most appropriate antioxidant to substantiate any change. ♦

Oxidation induction in turkey meal



**David Prime**  
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# The changing landscape of pet supplements: from CBD to salmon



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Health-conscious millennial pet owners increasingly view pet supplements as a necessity. Demand for ingredients generally mirrors human trends.

### No longer a luxury

It is a great time to be a pet because wellness and self-care are growing trends among owners – especially millennials, who tend to view pet supplements as a necessity rather than a luxury. They are more health conscious, sometimes even to the extreme, and inform themselves about the origin, quality and health effects of ingredients. This is continually changing the landscape of health supplements for pets.

### Personalisation

In today's abundance of choice, direct-to-consumer brands that offer personalised supplements are gaining popularity among these demanding customers. Unique supplements tailored to the needs of each pet – from multifunctional to specific, like joint or gut health, skin or immunity issues – are now an important market trend.



### Specialisation

On the other hand, there will always be companies specialised in specific ingredients. They focus on improving them to perfection and diversify by adding other ingredients to the original product.

One example of this specialisation are honeybee products like propolis and pollen. These are used mainly due to their antioxidant and antimicrobial properties, but other functional ingredients can also be added – such as glucosamine for joint health or ginger for digestion.

### Popularity mirrors human trends

The demand for each ingredient changes dynamically over time, and predicting the next big hit is always a challenge for the innovation-driven pet food industry. Modern customers increasingly search for less common health solutions; they will perhaps prefer sea buckthorn oil over ginger for gastric problems. But the popularity of pet supplements can also be predicted to some extent: it mirrors the trends in human supplements, albeit with a slight delay.

### Healthy oils

For example, after the antioxidant craze we are now witnessing rising interest in healthy oils – from fish oils to CBD oil. Fish oils are considered to be a rich source of vitamin D and omega-3 fatty acids, such as eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA), known to have various anti-inflammatory effects as well as promoting brain function and vision. In a 90-day study in dogs, supplementation with salmon oil had a positive influence on semen quality and serum testosterone levels.

Since some dry pet foods lack these fatty acids, many owners search for adequate fish-oil-based supplements. Atlantic krill oil is also rich in omega-3 fatty acids and believed to be more stable and better absorbed, making it a good alternative to fish oils.

### CBD and salmon

Due to a multitude of alleged health effects (from pain reduction to epileptic seizure control), the cannabidiol CBD has been in growing demand for some time, leading to increasing availability of various CBD-based products for pets as well as humans. In view of the good palatability of salmon oil and above-mentioned health benefits, it could plausibly be combined with CBD oil as a powerful health supplement for pets.

One thing is for sure: the pet supplement landscape is continuously changing in its constant endeavour to innovate in line with customer demands. ♦



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# Tailored food for kittens and puppies

As pet owners are becoming increasingly aware of nutritional needs of their baby pets, the pet food market is being shaped to cater to this new trend.

## Puppy and kitten formulas: falling short of demand

Adopting and owning a pet is becoming extremely popular. Out of all the pets owned, two out of three are less than one year old. This is a potential growth market for puppy and kitten formula sales. Ironically, however, the number of products specifically catering to our youngest pets is lagging behind.



The result is that puppy and kitten owners purchase regular pet food, instead of opting for formulas specifically crafted for young pets. It is high time for pet food manufacturers to take a close look at this pet food section and start providing products that meet the demands of present-day pet owners.

### Making it transparent

For one, the rising awareness of ingredients in pet food is creating a demand for clean-reading labels. Pet owners want to know exactly what products are made of, as well as where they are sourced. They increasingly prefer human-grade ingredients, that come from humanely raised animals. In fact, they are willing to pay more to ensure the product is produced in an ethical and environmentally responsible way.

### Return of grains

High protein formulas based on fresh meat and diets labelled as ancestral and biologically appropriate are highly valued by consumers. Yet, due to concerns raised in relation to canine dilated cardiomyopathy (DCM), the popularity of grain-free products is likely to significantly decrease. Although the connection between grain-free diets and DCM still needs to be verified, some

companies have already cut back the amounts of legumes and potatoes in their pet food and are adding ancient grains, such as quinoa and rye instead.

### Healthier food, healthier pets

There is a growing preference for organic, GMO-free and single-source protein products. This trend also applies to treats. We see that pet owners are paying more attention to functional ingredients, such as probiotics, salmon oil and CBD. They are also interested in food that applies new technologies, for instance, those that cut back the use of preservatives.

### Customised and home-delivered

The growing trend for humanisation has boosted the popularity of personalised pet formulas. Home-delivered food, as well as meal toppers and add-ins, are attracting consumers who value the health and well-being of their pets. Customisation allows owners to pre-craft meals or subscribe to catering services that provide fresh, homemade meals delivered to their doorstep. Some retailers even let customers draw up a customised blend of pet foods.

### Puppy and kitten formulas need a complete makeover

Providing fitting answers to the latest trends seen on the pet food market offers pet food manufacturers huge potential, especially where it concerns kitten and puppy formula sales. Putting extra effort in marketing and creating products that meet the expectations of present-day pet owners will boost sales and the potential to build brand loyalty among the youngest generation of pet parents. ♦



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# Dry pet food and salmon oil on the shelves



The Italian dry pet food manufacturer Necon Pet Food has been dedicated to dog food production for many years but recently expanded its range.

## Achieving new objectives

Founded in 2005 by the Conforti family, Necon Pet Food is a dry pet food manufacturer based in Brescia in Northern Italy. It has extensive experience in producing dog food. In 2017, the company strongly invested in its R&D department and the owner, Andrea Conforti, set two new objectives, both of which were achieved in 2019:

1. to develop a new line of super-premium pet food also for cats
2. to launch a supplementary fish oil range for both dogs and cats

These recently launched Necon pet food ranges have been created according to three innovative principles:

- simple recipe: few ingredients, no food colouring additives, no chemical flavourings
- distinguished quality of raw materials
- a distinctive pet food production process which combines artisanal quality care with technological innovation

## More than fish oil

Necon's R&D department identified a special Norwegian salmon oil with the highest percentage of omega-3 available in the pet food market. The company's research confirmed that salmon oil offers a better nutritional advantage to cats and dogs if combined with olive oil (a basic component of the Mediterranean diet) as well as with beta-carotene, high bioavailability organic zinc, vitamin E and antioxidant extracts.

## No plastic, please

The company made a conscious decision to work with raw materials from selected top-quality suppliers only. For example, it sources the supreme quality Norwegian salmon oil from suppliers operating in compliance with environmental sustainability. The choice of the aluminium bottle for the fish oil is ecological as well. The Salmoil bottle is 100% recyclable, it can be easily transported (reducing the risk of damage during handling) and is completely airtight and protected against

sunlight to preserve oil freshness and prevent oxidation. Furthermore, for its fish oil, Necon opted for counter displays made from recyclable cardboard and a wooden vertical display shelf – so no plastic.

## Innovative nutrition

In collaboration with a team of vets specialised in animal nutrition, the company subsequently developed and launched its new range of omega-3 supplementary pet food which is already distributed widely throughout Europe and beyond. The company's short-term aim is to further expand its export activities, supported by its participation at several international b-to-b events such as Interzoo 2020. ♦

♦ **Necon Pet Food S.R.L.**  
info@neconpetfood.it  
neconpetfood.com

# THE ATTRACTION OF NATURE



**Interzoo 2020**

Pad. / Hall 10 - Stand 546



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# The organic food trend – catering for the smallest mammals also!

**Most small animals live for only a couple of years. Premature death often occurs if these animals are not fed properly. Reason why many pet owners are concerned about the quality and the origin of pet food.**

## Getting it right for the smallest

Small mammals are particularly sensitive to the type of food they are fed. Ideally, their food should be 100% organic and without additives, artificial colouring, aromas or preservatives. Organic crops used for such food must be grown without the use of antibiotics, synthetic pesticides, bio-engineered genes (GMOs), petroleum-based fertilisers or sewage sludge-based fertilisers. Products that meet these prerequisites often have more beneficial nutrients than their conventionally-grown counterparts. They, in fact, have proven positive effects on small pets' health. It is why organic is the best choice for all those cuddly guinea pigs, rabbits, hamsters or gerbils!

## Staying organic

Some brands have been producing the same, high-quality organic food for a long time already. For instance, Oxbow was a frontrunner when it first launched the BeneTerra Organics range of products. Their range consists of pellets, treats and hay that is certified 100% organic (all products carry the USDA Organic Seal). Not only are the ingredients natural and without additives, they are also produced by certified organic farmers who focus on the use of renewable resources and embrace soil and water conservation efforts. In this way, they aim to safeguard our environment for future generations.

## Tasty and healthy fibres

Numerous brands have latched onto the current trend. For instance, US-based Pumpkin Tree offers an interesting line called Peter Rabbit Organics. This line consists of a range of pouches weighing 113 g, containing banana and strawberry, apple and blueberry, or banana and mango mixes. These ingredients are mixed with oats, chia and quinoa, making the product a good source of dietary fibres. This line is USDA-certified organic, GMO-free, not diluted with water and has BPA-free packaging.

## Snacking the natural way

Recently, the French brand Zolux launched Eden, a new range of 100%-natural products sourced from certified organic farming in France and Europe. Products include Timothy Hay, aromatic herbs (dandelion, nettle, mallow, raspberry) and mini, chestnut wood logs with vegetables (carrot, beetroot, parsnip). Lots of healthy stuff for small pets! The plastics-free packaging of these fourteen products – made from wood fibres and bio-degradable – is consistent with the overall commitment of the brand. Hay is sold in reusable burlap bags. ♦



**Marie-Sophie Germain**

Journalist and author specialised in pets  
ms.germain@yahoo.fr



## TO US, AN EMPTY BOWL IS A GOOD THING. DOGS MAY DISAGREE.

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**Interzoo 2020**  
**HALL 6 BOOTH 321**



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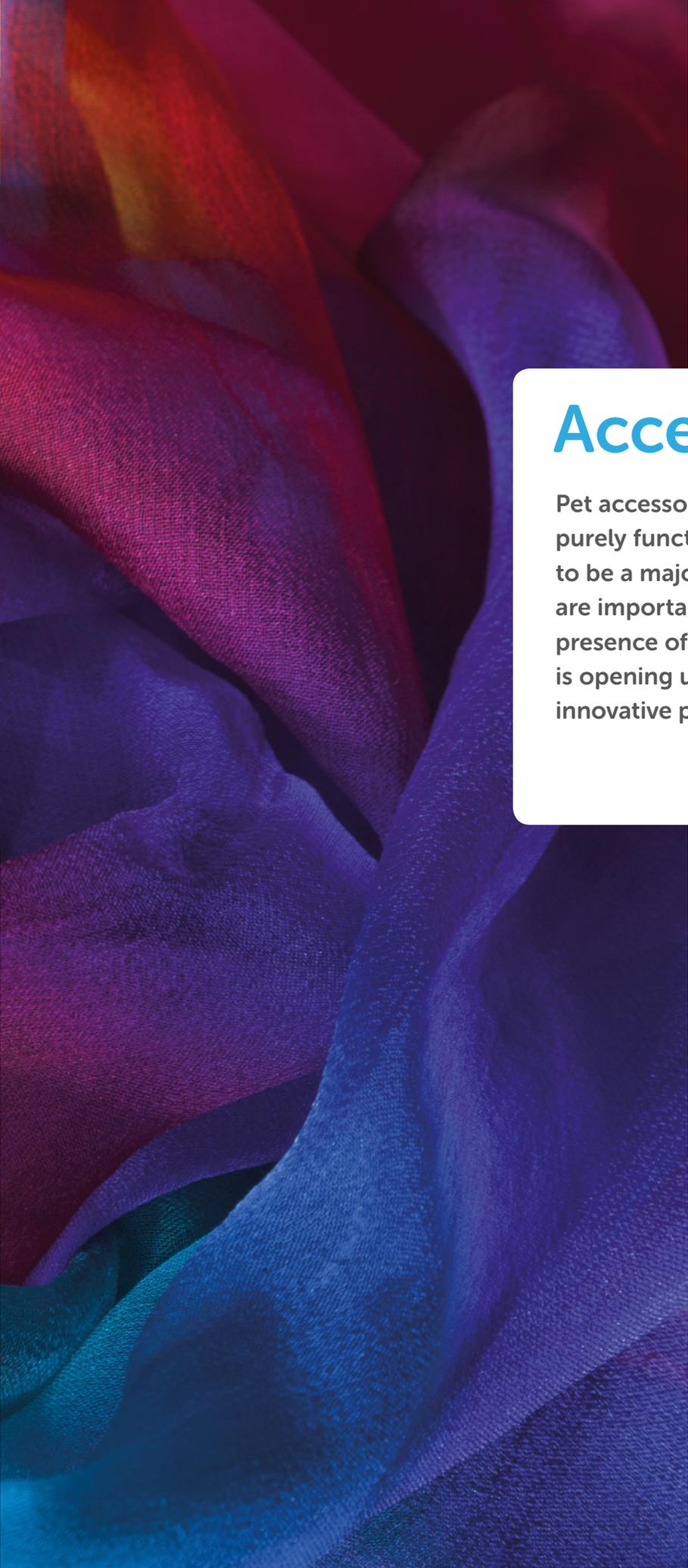
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# Accessories

Pet accessories have moved beyond being purely functional. While affordability continues to be a major consideration, fashion and design are important too. Moreover, the ever-growing presence of technology in consumer lifestyles is opening up countless opportunities for innovative pet accessories.

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# The natural choice for our four-legged friends

**Pet toys and accessories that stimulate the natural interaction between pets and their owners, but are naturally sustainable: that is what this company stands for.**

## Green at heart

Since its conception in 2006, Farm Company has focused on creating Made-in-Italy pet accessories that offer the best in both product quality and fun – to both pets and their owners. With sustainability being top-of-mind for many pet owners, several years ago the company reviewed all its products to assess whether they would pass the most stringent of sustainability requirements.

Conclusion was that Farm Company has been ground-breaking when it comes to 'green' for pets. Already in 2013, they launched a premium brand of sustainable pet products for the Italian market. Since, their product catalogue with eco-friendly products – from natural cat litters to organic shampoos and from corky toys to sustainably sourced dog chews – has grown significantly. They now offer a

comprehensive range of sustainable products for both dogs and cats.

## New for Nature products

It is this sustainable mind-set that is also the basis of their Farm Company for Nature product line. Officially launched during Interzoo 2018, the line offers retailers, and consequently pet owners, a sustainable choice even in the non-food pet market. The consistent, attractive and complete assortment is displayed in a dedicated Green Corner area. The strong aesthetical and visual impact of the corner makes it an easy and appealing point of reference to pet owners looking to make a sustainable purchase for their pet.

## Point of sale, marketing support and dedicated support

The Green Corner's focal point is its cardboard display unit. But retailers can

also use branded free-standing signage, cardboard cubes for product displays, personalised header boards and floor decals to catch their customers' attention. For retailers who wish to create their very own Green Corner and offer the best purchasing experience with a lasting impression, Farm Company offers made-to-measure sales support.

## International approach

In 2019 already, many Italian retailers embraced the Green Corner. The company's goal for 2020, is to launch the Green Corner outside of Italy as well. Their sustainable approach to pet accessories will be presented to existing foreign distributors and new partners at the upcoming Interzoo 2020 event. ♦

- ♦ **Farm Company Srl**  
info@farmcompany.it  
farmcompany.it

# How pet accessories are influenced by fashion and design

Fashion and design play an important role in the pet accessories business. PETS International and Yummypets recently investigated the mindset of pet parents.

## How important is fashion?

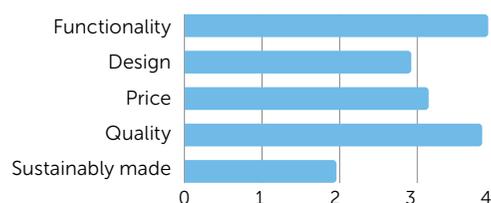
Many people regard fashion as an important part of their everyday lives. But to what extent does that include their pets? Millennials are not only fashion-conscious themselves, but also like to show it by adorning their pets with trendy collars, harnesses, bandanas and suchlike. 'Twinning' is also gaining popularity. This entails an owner and their pet wearing coordinating outfits: from a hair ribbon in the same fabric as the dog's bandana to matching sweaters.

The study reveals that product design is an important factor (35%) for pet parents when purchasing accessories. Having said that, the right price/performance ratio scores more highly (55%) in combination with functionality. Perhaps surprisingly, more than half (59%) of the pet parents surveyed have coordinated their outfit with that of their pet at least once.

## Demand for more affordable designs

Well over half (62%) of the pet parents surveyed would like to see more design choices. In other words, there is a demand for more fashion and design influences in pet accessories, providing they offer the right quality at an affordable price.

What are the most important criteria for you when choosing products for your pet?



Average scores on a scale of 1-5



## High-tech pet accessories

In today's world of connectivity, pet-related apps are gaining ground and on track for further growth. According to the survey, 53% of pet parents already use at least one pet-related mobile app, and 75% can envisage themselves using more app-based solutions with regard to their pet in the future.

The biggest growth area is expected to be health-related solutions, such as FitBark: a small, colourful device attached to a dog's collar. It monitors activity levels, quality of sleep, distance covered, calories burned, and overall health and behaviour round the clock. Another example is Waggit, which is aimed at the early detection of health problems in dogs based on biometric tracking. Needless to say, it is important that products like these also look stylish.

## Survey details

The research is based on a survey of 393 pet parents in five countries: France, Germany, Italy, Spain and the United Kingdom. 31% own a cat, 44% own a dog and 25% own both. ♦



**Acknowledgements**  
Special thanks go to Yummypets.



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# Fashion versus function?

A look at the key drivers of the UK pet accessories sector.



## One of the family

Over the last 25 years, the £1 billion (€1.2 / \$1.3 billion) UK pet market has evolved from merely utilitarian towards more added-value accessories. Changing consumer attitudes have been fundamental to this trend, with many pets now treated as members of the family. Growth in the 'must-have' products is largely driven by the desires of the owner rather than the pet.

## Enhanced features

The well-being of the family pet is increasingly in focus, with a growing multitude of care products now available. Whilst housing and bedding used to be purely functional products, developments over the last five years have included the adoption of larger hutches for rabbits with additional features such as removable litter trays and larger integral runs.

Meanwhile, the UK fish and reptiles sector, estimated at around £140 million (€165 / \$183 million), has seen increased interest in aquaria and vivaria enhanced with more advanced heating and lighting systems. Furthermore, aqua-scaping – which merges the two hobbies of water gardening and fish keeping – has experienced good growth in the UK.

## Humanisation

Some owners are increasingly projecting their human needs onto their pets, especially cats and dogs. The dog

sector in particular has seen growth in 'out and about' products which include protective clothing, additional collars and leads as well as travel feeding bowls (often collapsible). Compartmentalised travel bags have even been launched for puppies along the same lines as the changing bags for human babies. All these products tap into the owner's desire to provide the best environment and care possible for their pet and they are often positioned in the premium range.

## 'Insta ready'

The market is also increasingly influenced by fashion and social media, with many owners now seeing their pets as another opportunity to show that they are keeping up with the latest trends on platforms such as Instagram. Trends for pet clothing have included bandanas, bow ties, Christmas jumpers and fancy-dress costumes for cats and dogs, and even festive bow tie & hat sets for smaller animals such as rabbits and guinea pigs. This need for both pet and owner to be 'Insta ready' is likely to continue driving value growth in the UK market in the medium term. ♦



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# Modern pets move with the times

Fast-moving industry trends in technology, fashion and pet welfare reflect today's changing consumer lifestyles.

## Fitness, safety and data

Consumer habits impact enormously on the pet industry. Modern demand parallels pet owners' needs, as shown by rapidly moving industry trends for technology, fashion and pet welfare. High tech is not just for humans! We love devices, gadgets and information, and we want the same for our pets.

Pet trackers such as collar attachments can now track an animal's every move, using GPS or phone networks and Bluetooth to trace lost pets or simply follow a cat on its journey around the neighbourhood. A pet 'pedometer' records the amount of exercise, and a 'smart crate' bed fitted with scales can monitor the animal's size to weight ratio. Such crates can also play soothing music and monitor temperature for climate control purposes.

## Fashionable toileting?

Growth in urban living in apartments is causing a rise in indoor pets. Owners want accessories to blend in with their stylish homes, so plastic, cheap-looking litter trays for pets are out of favour. They are being replaced by decorative litter boxes – some of which conveniently rotate to tip waste into the base and refill with clean litter, and some even have motorised conveyor belts to dispose of the waste hygienically. Litter itself has become sustainable, proving eco-benefits and sometimes even supporting pet health:

some cat litter changes colour if there is a medical problem.

## High-tech toys

Most people have a smartphone nowadays, not only for connectivity but also for entertainment. Modern pets have tablets and touchpads with flashing lights and interesting noises to keep them digitally amused. High-tech balls can be remotely smartphone-operated by the owner to encourage exercise and provide treats.

## Welfare and benefits

It remains to be seen whether such trendy high-tech accessories will actually improve pet well-being in the longer term. There is a rising level of obesity in humans, and this trend is paralleled in pets. There are innovative tools that formulate food for age and weight, of course, and veterinary apps can help with information about health and welfare. But remote devices can enable humans to leave their pets alone more often. Especially in the case of dogs, this can be harmful. A piece of electronic gear is no substitute for a social connection, even if we humans hope it can be. ♦



**Karen Wild**

Dog trainer and pet behaviourist  
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# Interzoo 2020

36. International Trade Fair for Pet Supplies  
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## Pre-Interzoo

Why visit or exhibit at Interzoo? A PETS International survey gives insights into what most attracts people to the trade fair. And organiser WZF explains some of the ways they are making the show experience even better.

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enjoy life with  
**bama**  **pet**



loves your best friend

**Qubli** 

Pet house/game

Unlimited possibilities  
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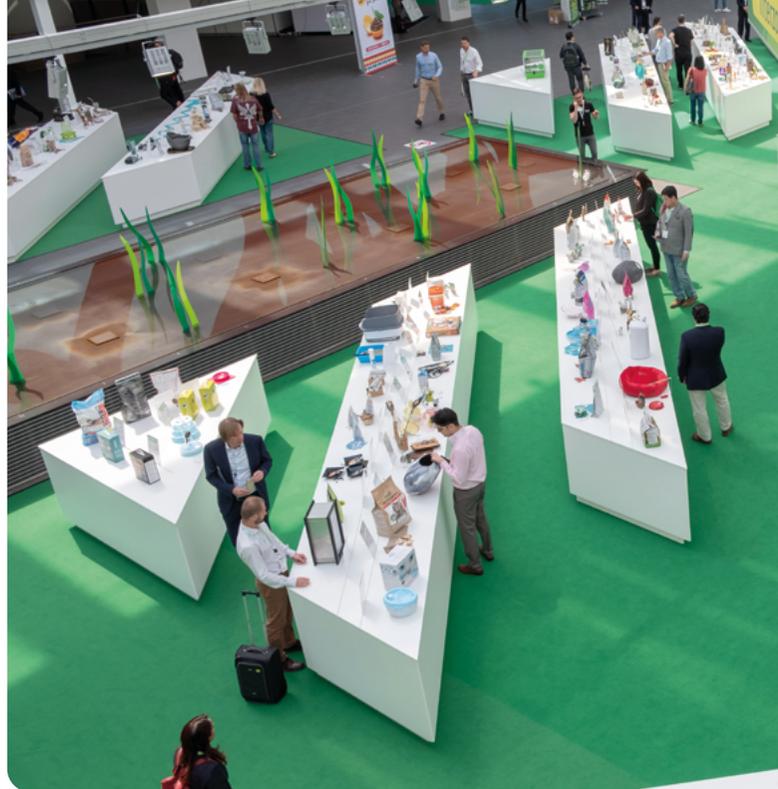
 **Interzoo**

HALL 12 - STAND 12.0-420



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## Interzoo 2020: the place to meet and network

For many years now, Interzoo has been the leading global pet industry exhibition. PETS International has conducted a survey among its clients to find out their reasons for attending Interzoo 2020.

### Global survey

We know that Interzoo is interesting because of its international character, the number of different exhibitors and the unique product launches that take place there. Visitor numbers and the square metres of exhibition space rise with each edition. But what makes Interzoo such a special exhibition to attend? And what will make this year's trade show a success for visitors and exhibitors?

### Why attend Interzoo 2020?

The results of the survey show that visitors mainly attend because they want to see new products and services (22%). A second reason is to strengthen and broaden their network (19%), while exhibitors' main



reason to attend is to find new clients (22%) and to present their new products and services (20%).

### Why visit an exhibition in general?

We asked the respondents how an exhibition differs in general from other information sources they use. The outcome shows that, overall, what both visitors (37%) and exhibitors (46%) are the most enthusiastic about, is the possibility to meet their contacts face-to-face. On top of that, 15% of the visitors surveyed like to actually see and touch the products on offer, which is more than exhibitors (11%). There is also a noticeable

difference between female and male visitors. Female visitors seem to prefer exhibitions to other information sources because it is possible to touch products (21%) and see new product launches (20%), while male visitors seem to be more interested in gaining new thoughts on business (23%) and having face-to-face contact (40%). For exhibitors, there seems to be no differences based on gender.

### When is Interzoo a success?

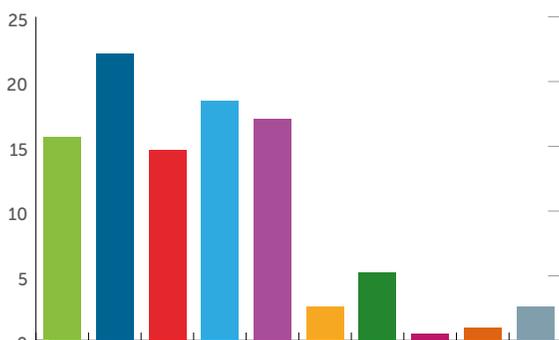
For visitors, Interzoo 2020 will have been successful if they find inspiration for future business (35%) or find new business partners (35%).

For exhibitors, Interzoo will have been particularly successful if they find new business partners (43%). Placing new orders (8%) or receiving them (10%) were chosen significantly less than other options. In other words, it is the opportunity to network and have a good look at products that will make Interzoo 2020 a success.

▶ SEE NEXT PAGE

### What are your reasons to visit Interzoo 2020?

Visitors (%)

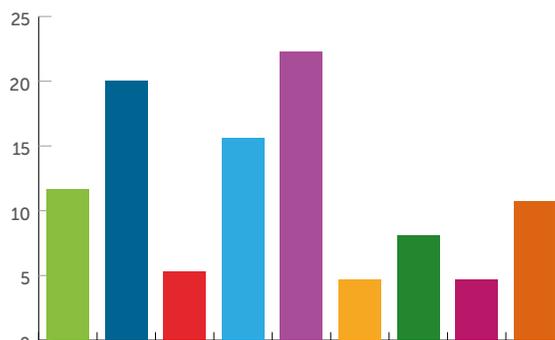


#### Visitors

- Get an industry update
- See new products/services
- Get new ideas
- Meet existing contacts
- Find new contacts
- Visit different country pavilions
- Find new partners for sourcing
- Find new co-workers
- Find a new job
- Attend lectures

### What are your reasons to exhibit at Interzoo 2020?

Exhibitors (%)



#### Exhibitors

- Display our knowledge and experience
- Present new products/services
- Get new ideas
- Maintain existing contacts
- Find new clients
- Analyse competitor(s)
- Maintain our market production
- Meet our agents and distributors
- Write orders



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INTERZOO 2020 – HALL 1, BOOTH 216

Looking for business partners

**Grau GmbH**  
 export@grau-gmbh.de  
 grau-natural-petcare.com



**Farm Company ITALY**  
**Have fun with BiteToys Twist!**

Two-toned heavy-duty twisted nylon tape gives birth to this new range of bite toys. Innovative workmanship guarantees extreme durability and great elasticity at the same time. Developed in various shapes, from doughnut rings to tug toys and dumbbells, BiteToys Twist are all suitable for throw&fetch and tug-of-war playing. Moreover, all toys are buoyant and therefore perfect for water games too!

INTERZOO 2020 – HALL 7A, BOOTH 719

**Farm Company Srl**  
 info@farmcompany.it  
 farmcompany.it

**Pet Village/Inodorina ITALY**  
**Private label with Italian taste**

Pet Village, a large pet importer and distributor located in Northern Italy, has built an outstanding purchase path from China, developing a unique product portfolio: a mix of Italian taste, deep market experience and purchase skills. The company can provide every European chain or distributor with a very interesting private label portfolio (snacks, grooming products, toys, training pads, cat litter et cetera) at the best quality/price ratio.



Looking for business partners

INTERZOO 2020 – HALL 4, BOOTH 529

**Pet Village Srl**  
 info@petvillage.it  
 petvillage.it / inodorina.it



**Lex&Max THE NETHERLANDS**  
**Lex&Max has done it again!**

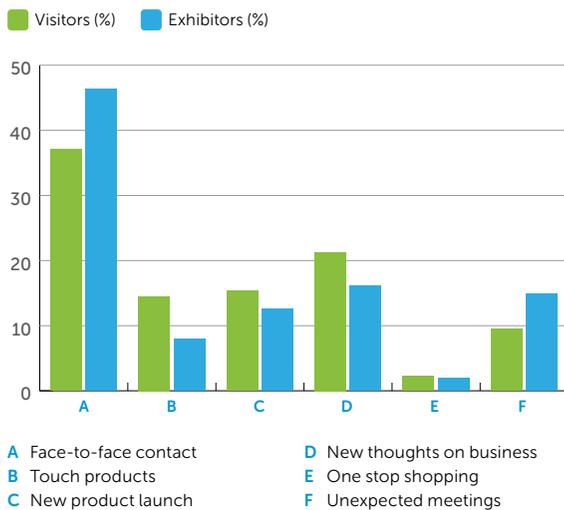
Once again the company presents beautiful new dog pillows, made from modern interior fabrics. The trendy colours and standard size of 100x70cm ensures that the 'Lord' pillow enriches every living room. And it is no longer a question whether the dog is happy with a Lex&Max cushion. Also available as a separate cover.

INTERZOO 2020 – HALL 4, BOOTH 510

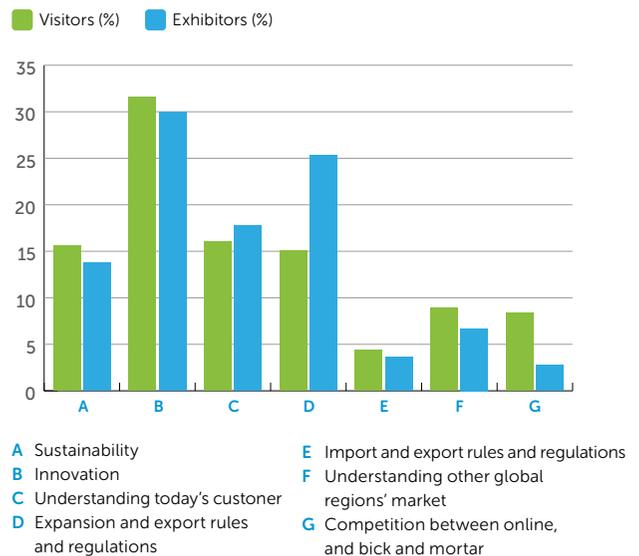
**Lex&Max B.V.**  
 info@lexenmax.nl  
 lexenmax.com

## Pre-Interzoo

### What is the added value of an exhibition in relation to other sources of information?



### In general, what are the most relevant topics for your business?



### Why are people not attending?

We asked respondents who said they were not attending why this was the case. Out of five possible answers, more than half of the non-attendees said they would not be going because they expected it to be too expensive. And half of all US respondents said they will not be attending.

### What are the most relevant topics?

The respondents were asked about the most relevant topics for their business. Of seven possible answers, many of them chose innovation (31%). Staying on top of innovation is, of course, vital for all business success. Expanding an international network (20%) was in second place. Interestingly, understanding today's customer was a close third (17%). Finally, sustainability accounted for 15% of the answers.

PETS International also analysed the general differences between answers from female and male respondents, and noticed several differences in their preferences. Sustainability was far more interesting for female visitors (22%) than for male visitors (13%). Yet male visitors (18%) are more interested than female visitors (10%) in understanding today's customer. For exhibitors, there were no noteworthy gender differences. As for countries, there were no differences in topic rankings.

### Conclusion

It looks like Interzoo 2020 is an attractive event for the pet industry, mainly for the network opportunities it is expected to provide. In all categories of the survey, whether the respondents were male or female, American or German, visitor or exhibitor, all answers point to the fact that attendees are eager to meet each other and look for opportunities to collaborate. ♦

#### Survey facts and figures

- Clients from 57 different countries
- Top five responding countries account for 47% of all answers (the Netherlands, Germany, the UK, the US and Italy)
- 40% of the respondents are visitors
- 42% of the respondents are exhibitors
- 18% will not be attending



**Derk van Winden**  
Marketing & Communication Executive PETS International  
derk@pets.nl  
globalpets.community



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## Finding your way around Interzoo

The world's leading pet trade fair Interzoo is still growing. Great news, but it also poses a challenge for Interzoo organiser WZF: how to provide guidance and orientation for a show covering a space larger than sixteen football fields?

### Increased accessibility

For 2020, several measures have been taken to help visitors get the most out of the trade fair.

"Interzoo has added a third entrance at the north-west end of the exhibition venue. Direct access from public transport means that the west entrance is an additional way for trade visitors to reach the north-western part of the exhibition venue quickly and more conveniently," says Rowena Arzt, Director of Exhibitions at WZF.



The second improvement is segmentation of the 'Product Showcase', where exhibitors traditionally have the opportunity to present outstanding products. This time, to give a better overview, the special display area will be split into different product groups. Visitors will now be able to focus on products in the pet categories they are most interested in.

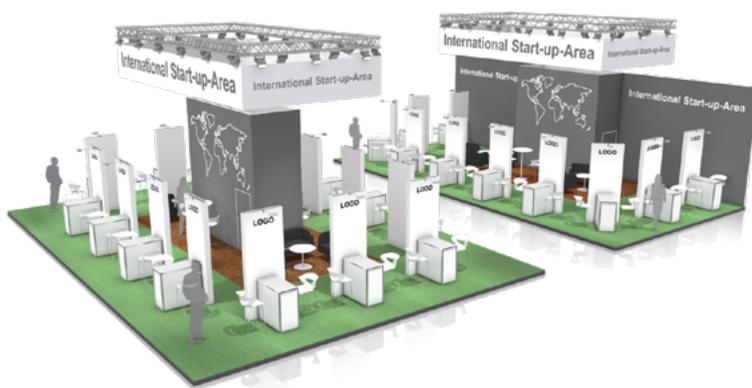
"As many trade visitors are interested in several categories, and exhibitors also have products for various pets in their portfolio, there will be no such segmentation in the halls," Rowena Arzt emphasises.

### The start-up area

There will be a new section at the upcoming Interzoo: a specially designed international start-up area. Here, young companies from all over the world will have the opportunity to present themselves and their products, right next to the joint stand for young, innovative German companies. So hall 11 will be a meeting point for the 'young and wild'! The outstanding success of the pavilion for young German companies – which was first offered in 2018 and is already fully booked for 2020 – shows that there is a demand for this type of initiative.

### Country pavilions

Country pavilions are also a long and successful tradition at Interzoo. They provide orientation for customers who want to look deeper into specific regions, and serve as an easy point of contact. The largest pavilions at Interzoo 2020 will represent China in halls 3 and 3A, the US in hall 7 and the UK in hall 9.



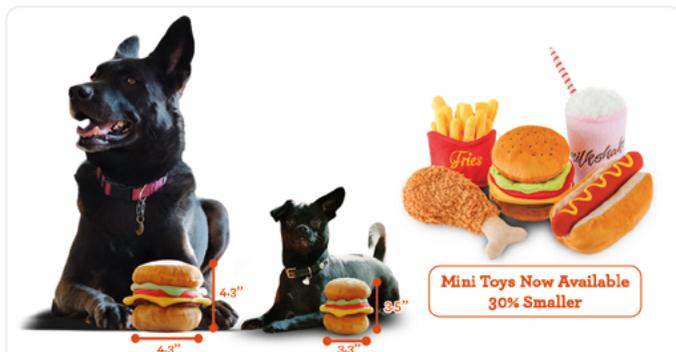
### Searching the database

The exhibitor and product database on Interzoo's website is an important tool for orientation before and during the show. All exhibitors, and many of their products, are listed here. Visitors have the opportunity to generate and save a personal list of favourites which they can access wherever they are. The search function has been extended for Interzoo 2020, with extra filter options.

### Human assistance

In addition to digital improvements, the human factor still plays an important role at Interzoo. Staff at eleven info counters can help visitors find their way around. ♦

♦ **Interzoo**  
interzoo.com



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Your favourite toys now in mini

P.L.A.Y.'s popular American Classic plush toys are now available in mini sizes. They might be smaller in size, but pack the same amount of fun, construction and cool detachable features as the original sized toys. Now smaller dogs can nom on these tasty toys just like the big dogs. Mini toys also available in the Garden Fresh Collection.

INTERZOO 2020 – HALL 7, BOOTH 726E

**P.L.A.Y. Pet Lifestyle and You**  
sales@petplay.com  
petplay.com



**Montego Pet Nutrition** SOUTH AFRICA  
Karoo, a showstopper

Another stunning new pack design inspired by its namesake and improved formulation, the new Karoo range is Montego's latest brand to receive a packaging upgrade. The new packs feature beautiful photographs of dogs against the breath-taking scenery of the Valley of Desolation, a well-known tourist attraction near the company's hometown. Karoo is a limited ingredient, single-grain super-premium range.

INTERZOO 2020 – HALL 2, BOOTH 523

**Montego Pet Nutrition (Pty) Ltd**  
info@montego.co.za  
montego.co.za



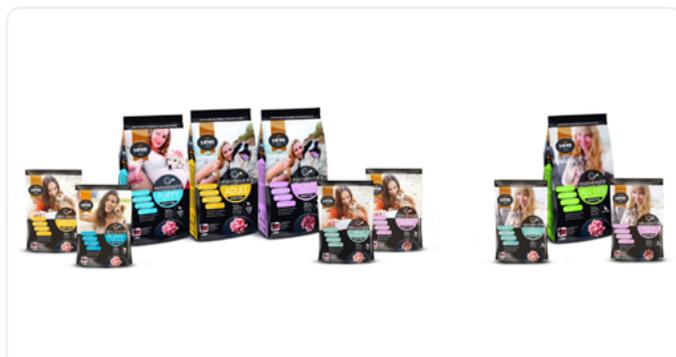
**Cortina Pet Soul** ITALY  
Free to breathe with Coralpina harnesses

Resistant and colourful, their harnesses are easy to wear, do not hinder the pet's mobility and are soft on the fur. The company's objective is to produce pet accessories capable of combining the latest technical solutions with skilled handmade manufacturing, and to offer premium quality products to dog and cat owners with Italian design.

INTERZOO 2020 – HALL 9, BOOTH 530

Looking for distributors

**Cortina Pet Soul srl**  
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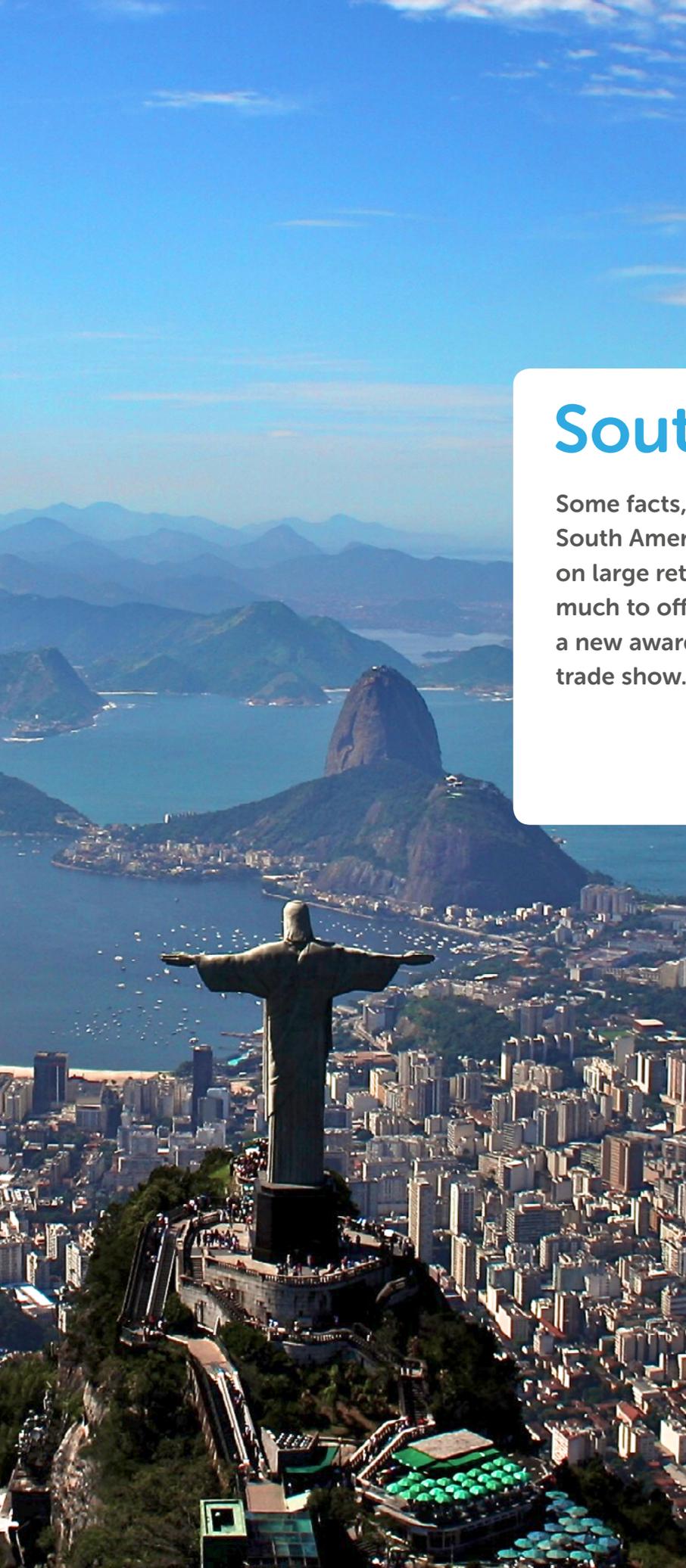


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# South America

Some facts, figures and trends from the South American pet sector, with a focus on large retail chains in Brazil. SuperPet has much to offer its visitors and is presenting a new award at this third edition of the trade show.

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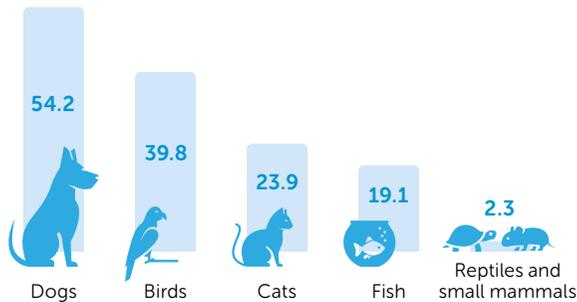
# The Brazilian pet sector: small dogs and big chains

The Brazilian pet market is looking good, with signs of steady improvement. Data released by the Pet Brazil Institute shows 49% growth in the last seven years. In 2019, sales were up 5.4% and totalled some R\$36 billion (€7.9 billion).

## The trend is small

There is a noticeable popularity of small dogs and cats, with their numbers increasing each year. This is because people now have less time and money, live in small houses or apartments, and prefer animals that require less space and less care. So Brazil has shifted from being a big dog country to a country of small dogs.

Number of pets (millions)



## Largest pet store chains

Research conducted among the management of Brazilian companies gives an overview of the country's largest pet store chains.

Pet retail chain	Cobasi	Petz	Petlove (online)
Revenue 2019	R\$1.3 billion (€285 million)	R\$1.1 billion (€241 million)	R\$300 million (€66 million)
Estimated increase for revenue 2020	not available	not available	+40%
Stores	93	105	n/a
Increase in stores per year	25%	not available	not available
Established	1985	2002	1988 (1999 online)
Employees	3,000	3,813	400
SKUs	20,000+	20,000+ per store	not available

## Top in revenue: Cobasi

Cobasi is pet market leader in Brazil. In 1985, the company opened its first store, establishing the concept of shopping for pets with modern and innovative retail formats. Gradually it became the





main pet store chain. "We still run the company with our own capital, with no other funding or loans for expansion. Everything is done with courage and strength," states Ricardo Nassar, managing partner. More than 30 years later, Cobasi has a strong market position. The company is optimistic about further growth and its market position by 2025.

In 2014, Cobasi launched the retail brand Pet & Fácil, smaller 400-600 sqm pet shops as opposed to the average 1,000 sqm Cobasi stores. As can be expected, it has an online platform where customers can buy products they later pick up at a Cobasi store. It also offers subscriptions, as well as additional services like bathing, grooming and a veterinary clinic.

### The most stores: Petz

The Petz mission is: "to create value in interaction with pet lovers," says Sergio Zimmerman, the company's president. Petz opened its first store in 2002 in São Paulo, as Pet Center Marginal. "After a decade of operation we decided to expand nationally, and in 2013 we partnered with the Warburg Pincus fund. This was instrumental in driving network growth. The change of name was necessary to operate in other states," explains Sergio.

The company works with a megastore concept. In 2018, Petz launched its first veterinary hospital with the creation of the Seres Veterinary Center. Sergio explains that the idea of the project is to combine scientific knowledge with the latest equipment, and hopes to eventually open a Seres in each Petz store.

### Biggest online platform: Petlove

Petlove is Brazil's largest online subscription platform. Over 31 years, the brand has moved from brick-and-mortar stores to online, shifting from PetSuperMarket to Petlove. "There is a greater purpose behind our business decisions: to contribute to the health and happiness of pets," explains the brand founder, veterinarian Marcio Waldman.

As a subscription platform, Petlove's challenge is to present their e-alternative as having more advantages than other sites. "At Petlove, it is not only possible to buy single products, but also to receive them at the desired frequency and always with a 10% discount."

Marcio is looking towards a bright future. "In 2020, we want to launch new services and increasingly enhance those we already offer. With the innovations and improvements we plan to introduce, we believe that growth will be even faster in the coming years," he concludes. ♦



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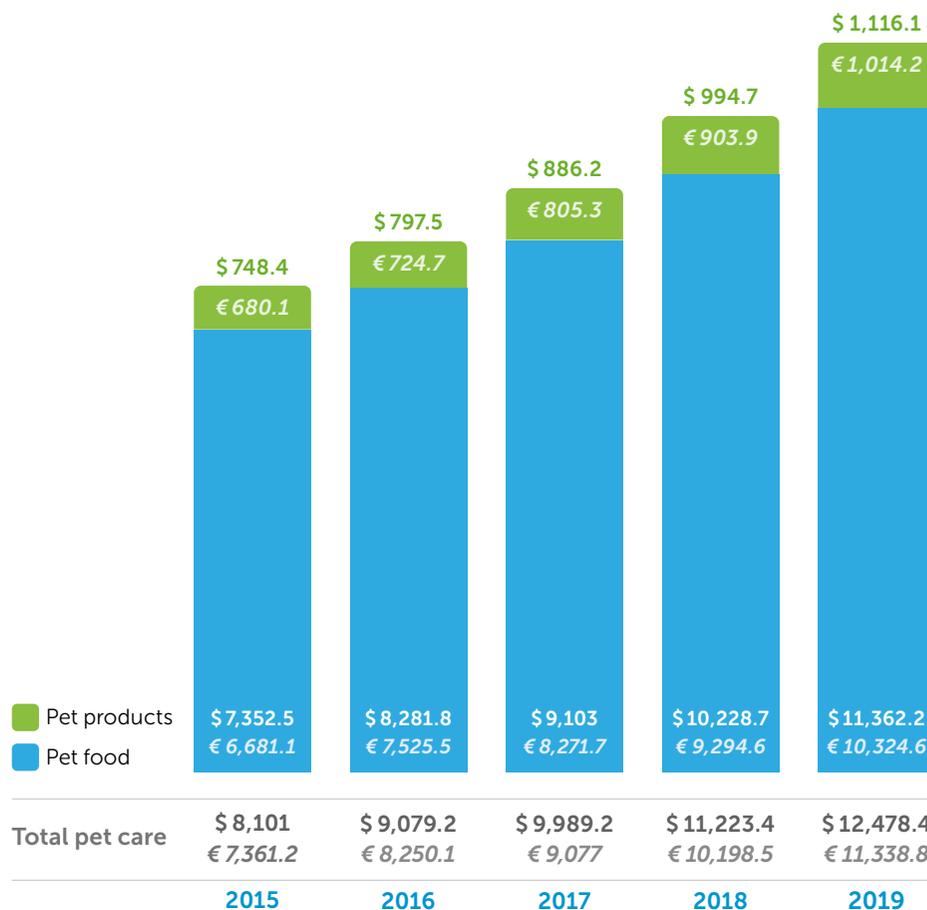
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## Pet care in South America (in millions)



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## SuperPet 2020 is an event-full fair

The third edition of SuperPet will be held on 14-16 April at Expo Dom Pedro in Campinas/SP, Brazil. The fair's location is one of its attractions.

### Unusual but convenient

Most events for the pet industry are held in São Paulo, but people are no longer prepared to spend three hours navigating busy city traffic. The SuperPet's venue is a 30-minute drive from Viracopos International Airport, enabling visitors and speakers to make day trips to the event.

### Events for all

Natália Miranda, director of fair organiser Top. Co Group, explains that the target audience for the fair is pet shop owners, veterinary clinics, independent veterinarians, business intermediaries and, of course, manufacturers and distributors.

To cater to this broad group of visitors, the show has many different parallel events. One of these is a series of lectures. Speakers are well-known experts in the Latin American market, such as economist Ricardo Amorim, host of the Globo News round-table TV programme Manhattan Connection and columnist at IstoÉ magazine.

A special SuperPet event is the final of Groom Brasil, the largest grooming competition in Latin America.

### VetScience

Another important part of the SuperPet programme is The VetScience IBvet conference. Fifteen veterinary specialisations have their own programme during the fair's three days. This event is organised together with the Brazilian Veterinary Institute IBvet, linked

to the Jaguariúna University Center. "With this collaboration, we have a huge team who make sure that Congresso VetScience is a success," says Natália. There will be lectures given by many renowned national and international speakers, including Rodrigo Cardoso Rabelo, manager of the critical care patients department at Intensivet.

### Scientific award

For the first time, SuperPet is partnering with IBvet to present awards to the best scientific papers registered at the event. A total of R\$20,000 (\$ 4,790 / € 4,300) will be divided between the winning papers in three categories: scientific papers, resident and specialised work, and beginners.

"Regardless of the level of a university student, they can still participate in the award process," explains Natália. Papers can be submitted on the VetScience website. The award is being coordinated by Prof. dr. Aline Zoppa, veterinary surgeon with a master's degree in surgery from FMVZ USP and coordinator of the Campinas Veterinary Hospital.

For Natália, it is the joint effort of all involved in SuperPet that makes the event grow and be so successful. ♦

For further information go to:  
[feirasuperpet.com.br](http://feirasuperpet.com.br)  
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## Calendar of events



### Iberzoo + Propet

5 to 7 March 2020

IFEMA

Madrid, Spain

[ifema.es/en/iberzoo-propet](http://ifema.es/en/iberzoo-propet)



### Interpets Asia Pacific

26 to 29 March 2020

Aomi Exhibition Halls

Tokyo, Japan

[interpets-japan.jp.messefrankfurt.com](http://interpets-japan.jp.messefrankfurt.com)



### Superpet

14 to 16 April 2020

Expo Dom Pedro

Campinas, SP, Brazil

[feirasuperpet.com.br](http://feirasuperpet.com.br)



### World of Pet Supplies

20 to 23 April 2020

Hong Kong Convention and Exhibition Centre

Wan Chai, Hong Kong

[hktdc.com/fair/worldofpetsupplies-en](http://hktdc.com/fair/worldofpetsupplies-en)



### PetExpo Romania

24 to 26 April 2020

Romexpo

Bucharest, Romania

[petexpo.ro/english](http://petexpo.ro/english)



### Petindex

26 to 27 April 2020

Marshall Arena

Milton Keynes, United Kingdom

[petindexshow.com](http://petindexshow.com)



### Interzoo

19 to 22 May 2020

Exhibition Centre Nuremberg

Nuremberg, Germany

[interzoo.com/en](http://interzoo.com/en)



### Pet South America

19 to 21 August 2020

São Paulo Expo

São Paulo, Brazil

[petsa.com.br](http://petsa.com.br)

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