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SUPERZOO 2026 Delivers Strong Buying Power, Real Innovation and a Show Floor Built for Business

*Buyers with purchasing power connected with established suppliers, emerging brands
and thousands of new products across the SUPERZOO show floor*

LAS VEGAS (Aug. 20, 2026) — [SUPERZOO 2026](#) brought the pet retail industry together to source new products, launch new innovations in the market, build business relationships and make decisions for the year ahead. Overall participation among pet professionals held steady year over year, while buyer quality strengthened. Among attendees who reported their purchasing authority, more than eight in 10 had buying power, reinforcing the strength of the buyer audience on-site.

Hosted by [World Pet Association](#) (WPA), SUPERZOO took place Aug. 12–14 at the Mandalay Bay Convention Center, with education beginning Aug. 11. The 2026 event delivered the second-highest exhibitor count in SUPERZOO history and one of the largest exhibit footprints on record, along with more than 2,000 new products across the show floor, new skills-based grooming experiences and the introduction of [petLENS](#), WPA's new market intelligence initiative. SUPERZOO also drew participants from across the U.S. and beyond, with one in eight coming from outside the country and registrations spanning 70 countries.

“From the moment the doors opened, SUPERZOO 2026 felt focused, active and ready for business,” said Mike Karsting, senior vice president of WPA. “Retailers came with decisions to make, exhibitors came ready to earn their business and throughout the week you could see real business getting done. Bringing together buyers with real purchasing power, established suppliers, emerging brands and new products creates opportunities that move companies forward and support the future of pet retail.”

A Show Floor Built for Business

Product discovery remained at the center of SUPERZOO, with more than 1,200 exhibitors representing established brands and emerging companies bringing thousands of new products to the show floor. Across connected care, wellness, sustainability, enrichment, nutrition, lifestyle and other categories shaping pet retail, buyers could compare products, meet directly with suppliers and identify new lines and partners for their businesses.

Among attendees who reported their purchasing authority, the buyer mix strengthened in 2026, with a greater share reporting full buying power and fewer reporting no buying power than the year before. The shift reinforced SUPERZOO's focus on bringing buyers and decision-makers to the show floor.

Fresh discovery extended beyond products. More than 350 exhibitors were new to SUPERZOO this year, while over 100 booths in the Emerging Brands area gave newer companies a dedicated platform to introduce their products directly to retailers looking for innovation.

"SUPERZOO is one of the best opportunities as a young brand to connect with retailers, buyers and other leaders in the industry," said Carrie Van Wert, CEO and founder of Giddy Kitty. "If you're a young emerging brand, don't miss out on an opportunity to actually put your brand front and center with the right people that can help take your brand to the next level... They're coming, they're looking for innovation and this gives them an opportunity to see you."

For exhibitors, access to that buyer audience created opportunities to launch products and brands, build retailer relationships and generate leads. The show floor gave established suppliers and newer companies alike the chance to build visibility, introduce products and start new retail conversations.

Recognizing Innovation Across Pet Retail

More than 1,000 products filled the New Product Showcase, giving retailers and media a concentrated look at new products making their market debut. This year's Showcase reflected where pet care is heading, with products recognized across categories spanning smart technology and AI, wellness, functional nutrition, sustainability, enrichment, training, safety and mobility and more.

SUPERZOO recognized 24 New Product Showcase winners, including the Talktail AI Pet Health Monitoring Collar by Talktail, which received the Overall Judges Award. Winners represented products across species and specialty categories, highlighting innovation from established companies and emerging brands alike. View the complete list of 2026 New Product Showcase winners [here](#).

SUPERZOO also recognized emerging entrepreneurs through two pitch competitions. Giddy Kitty took first place in the Launch Pitch Competition by Purina Pet Care Innovation Network, while Raw Dawg won BPBN's Next Wave Pitch Competition. View the full Launch Pitch Competition results [here](#) and learn more about the Next Wave winner [here](#)

Education Brings Skills and Business Solutions to the Show Floor

More than 100 education sessions gave pet professionals practical guidance on the issues affecting their businesses, from workforce and digital strategy to customer experience, merchandising and growth. Additional programming expanded the range of professionals served, including Women in Petfood Leadership and accredited continuing education presented with US Vet Shows.

For groomers, new show-floor formats brought skills-based learning directly into the heart of SUPERZOO. The Groomer's Skill Lab and Groomer's Innovation Stage drew strong audiences for live demonstrations and practical instruction, giving groomers the opportunity to build skills while also exploring the products, tools and brands on the show floor.

WPA Introduces petLENS at SUPERZOO

SUPERZOO also marked the public debut of petLENS, WPA's new market intelligence platform developed with BSM Partners. Built on research tracking more than 75,000 pet owners, petLENS gives retailers and brands a more current view of consumer behavior to help inform decisions around products, categories and spending. Launching in September, petLENS Pulse will provide monthly insights into consumer sentiment and spending, while petLENS Spotlight will deliver deeper quarterly analysis of product categories and trends.

"Retailers and brands are making decisions every day about what to stock, where to invest and what consumers will want next," said Michael Johnson, Principal, Marketing, Insights and Innovation, BSM Partners. "petLENS connects what pet owners are saying with what they're buying, giving the industry a clearer view of where the market is moving and better information to act on it."

Looking Ahead to SUPERZOO 2027

"We're grateful to Purina, Hill's Pet Nutrition, Golden Pet Brands, Faire and Muddy Mat for their support of SUPERZOO 2026," said Karsting. "Their partnership helped enhance the experience across the show, and we look forward to welcoming the pet retail community back to Las Vegas next year."

SUPERZOO returns to the Mandalay Bay Convention Center in Las Vegas Aug. 11–13, 2027, with education Aug. 10–11. For updates and registration details, visit www.SUPERZOO.org and follow SUPERZOO on [Facebook](#), [Instagram](#) and [LinkedIn](#).

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About SUPERZOO

SUPERZOO boasts the most buyer participation of any trade show for the pet retail industry. SUPERZOO provides pet retail and industry professionals with leading-edge education and access to the most comprehensive array of market-ready products for retailers to competitively differentiate themselves. For the twelfth consecutive year, SUPERZOO has grown in exhibitor space and square footage and has been listed among Trade Show Executive's "Gold 100" trade events since 2014. Produced by World Pet Association (WPA), this annual event attracts retailers, product suppliers and companies serving the pet retail trade. SUPERZOO is proud to partner with Pets+, the official show media partner, to further support and elevate the pet retail community. For more information: www.SUPERZOO.org.

About World Pet Association

Founded in 1950, World Pet Association (WPA) is the pet industry's oldest nonprofit organization. WPA connects and informs pet professionals through industry-defining trade shows SUPERZOO and GROOM'D. Through WPA's Good Works program, proceeds from these events are funneled back into key industry organizations and nonprofits, including [World Alliance of Grooming Associations](#), [National Animal Interest Alliance \(NAIA\)](#), [USAQUA](#), [USARK](#), [HABRI](#), [Pet Advocacy Network](#), [Pet Sustainability Coalition](#), [BEAK](#), [Pet Care Trust/Pets in the Classroom](#), with the goal of making it easier for pet industry professionals to do business. WPA's mission is to support the business needs of pet retailers and to promote responsible

growth and development of the pet industry by providing thought leadership on consumer and legislative issues; leading efforts in the public sector to inform consumers and ensure safe, healthy lifestyles for all animals and providing business resources, education, content and services — including petLENS, its new market intelligence initiative, and Groom Curriculum, its grooming education program — to ensure pet product retailers have the support they need to be competitive. For more information about WPA, visit www.worldpetassociation.org.