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Media Contact:

Julie Franks, jfranks@mdg.agency

SUPERZOO 2025 to Feature 400+ First-Time Exhibitors, Expands Show Floor as Retailers Seek Fresh Solutions

More than 1,100 exhibitors, including emerging brands, to feature health and nutrition, tech innovations and retail-ready solutions August 12–15 in Las Vegas

LAS VEGAS (May 28, 2025) — As pet retailers refine inventory and respond to shifting consumer expectations, SUPERZOO 2025 arrives as a critical buying opportunity. Returning to Mandalay Bay Convention Center in Las Vegas from August 13–15 (education sessions from August 12-13), the show will feature more than 1,100 exhibitors, including over 400 first-time participants, and span more than 350,000 square feet of exhibit space.

The expanded scale of SUPERZOO reflects the event’s continued role in connecting the pet industry’s most active buyers with in-demand products and companies driving new trends. Exhibitors reach every major category, with approximately 40% participating in the New Product Showcase, an area highlighting products making their market debut.

“The evolution we’re seeing on the show floor mirrors the shifts happening across pet retail,” said Mike Karsting, senior vice president at World Pet Association. “Retailers are making smarter, more intentional buying decisions, and SUPERZOO is where those decisions begin. The diversity of new exhibitors this year reflects how quickly the industry is changing, and how focused retailers are on sourcing products that align with evolving consumer priorities.”

Retailers Respond to Changing Consumer Expectations

Today’s pet owners are looking beyond basic care, seeking high-quality, wellness-oriented products that reflect their values and lifestyle. This shift is shaping what buyers are sourcing—from premium nutrition and personalized supplements to smart devices that support pet health and safety. Demand is also rising for sustainable materials and planet-conscious products, especially among younger shoppers.

To meet these expectations, retailers are adjusting their assortments to include both premium and accessibly-priced solutions across pet tech, functional nutrition and eco-forward categories. All of which are well represented on the SUPERZOO show floor.

Retailers are also responding to more nuanced preferences, from enrichment toys designed to support pet mental health to advanced litter solutions and health-monitoring tech that mirrors human wellness devices. With buyers balancing cost-conscious planning and demand for high-quality, purpose-driven products, SUPERZOO offers a broad view of where consumer dollars are headed.

Product Discovery and Purchasing Power Converge on the Show Floor

SUPERZOO's role as a buying event is reflected in attendee behavior. In 2024, 72.52% of surveyed attendees placed orders during the show. Nearly half manage annual purchasing budgets over \$100,000, with 25% overseeing budgets of \$1 million or more. More than 94% say they've purchased—or plan to purchase—from a supplier they discovered at SUPERZOO.

"The main thing [at SUPERZOO] is probably looking out for brand new innovations. We want to be the first store to have the coolest new things." Mark Robokoff, AK Bark

For exhibitors, that level of buyer engagement creates real business opportunity. Product discovery remains a top reason attendees cite for participating, and SUPERZOO's international reach continues to grow. In 2024, 13% of buyers came from global markets, and 14% of exhibitors represented international brands.

"Retailers come to SUPERZOO ready to evaluate, compare, and commit," Karsting added. "There's no substitute for seeing a product in person or having a real-time conversation with a supplier. That kind of interaction builds stronger relationships and leads to better business outcomes."

[Click here](#) to view the complete list of SUPERZOO 2025 exhibitors.

Registration is open at [SUPERZOO.org](https://www.superzoo.org). General badges include access to the show floor, with options to add education sessions. For the latest news and announcements, 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. 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 tenth 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 service providers. 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 (formerly Atlanta Pet Fair and Conference). 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 \(NAIA\)](#), [USARK FL](#), [USARK](#), [HABRI](#), [Pet Advocacy Network](#), [Pet Sustainability Coalition](#), [BEAK](#), [Pet Care Trust/Pets in the Classroom](#), [Project Piaba](#), USAQUA-USA VIA, 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 to ensure pet product retailers have the support they need to be competitive. For more information about WPA, visit www.worldpetassociation.org.