



FOR IMMEDIATE RELEASE

Media Contact:

Julie Franks, jfranks@mdg.agency

SUPERZOO 2025 Nears Sellout as Buyers Seek What's Next in Pet Wellness, Tech and Nutrition

A record 474 new exhibitors and more than 1,000 product debuts make SUPERZOO 2025 the year's most strategic sourcing opportunity

LAS VEGAS (July 29, 2025) — With less than three weeks to go, [SUPERZOO 2025](#) is nearing a show floor sellout, marking its largest event in its 75-year history and underscoring its position as the pet retail industry's most influential trade show. Taking place August 13–15 at Mandalay Bay Convention Center in Las Vegas, SUPERZOO 2025 arrives at a critical moment for pet retailers facing shifting consumer priorities, increasing pressure to differentiate, and demand for smarter, more strategic product assortments.

According to Cleveland Research's Spring 2025 Pet Industry Update, retailers are contending with a bifurcated market, growing demand for premium and value products, and a spike in cat ownership that is driving new approaches to merchandising and product development. SUPERZOO provides a timely, solutions-focused environment where buyers can navigate these trends in real time.

"Retailers aren't just looking for products—they're looking for the right products to move their business forward," said Mike Karsting, Senior Vice President of World Pet Association. "SUPERZOO is built to deliver exactly that: fresh ideas, standout assortments, and the high-value supplier connections that build a better business. And while e-commerce is essential, our industry knows that true innovation is best discovered and vetted in person. That is the experience SUPERZOO is built to deliver."

Retailers Turn to SUPERZOO for Timely Solutions

The 2025 show floor will host more than 1,100 exhibitors—including a record 474 first-time participants and 713 returning brands—reflecting the industry's continued investment in in-

person engagement. Exhibitors span every major category, from functional nutrition and tech-enabled convenience to grooming, wellness, and sustainable care. Over 1,000 products will make their debut at the show.

A significant portion of this innovation comes from the show's record-breaking contingent of first-time exhibitors, making SUPERZOO a critical discovery zone for the industry's next generation of brands. This year's floor reflects where the market is moving, with an increased focus on pet health, wellness, and enrichment.

A Strategic Business Hub for Buyers

Buyers attending SUPERZOO do more than browse. In 2024, 72.5% placed orders during the show, and 94% reported purchasing from a supplier they discovered onsite. With nearly a quarter of attendees managing purchasing budgets over \$1 million, the show is a vital opportunity for serious product discovery, comparison, and relationship-building.

The event's urgency is matched by scale: as of this release, the show floor is close to capacity. Spanning more than 350,000 square feet, the show floor offers a vibrant, interactive marketplace to evaluate products, meet directly with suppliers, and build assortments aligned with current and future trends.

Beyond Product Discovery: A Full Industry Experience

The business value of SUPERZOO extends far beyond the show floor. This year's programming creates multiple touchpoints for inspiration, networking and skill-building, including:

- A new Retailers and Emerging Brands networking event at Swingers Mini Golf on August 13
- A reimagined education program with sessions on AI-driven marketing, digital strategy, and emerging technologies
- Expanded lounges throughout the show floor designed for spontaneous connections
- Daily meet-ups sponsored by WPA partners like Pets+, Pet Boss Nation and IndiePet
- Free Show Floor Talks featuring live demos and fast insights into trending business topics

"Every detail of SUPERZOO 2025 was built around the realities retailers are facing right now, and we can't wait to celebrate this milestone 75th anniversary with them," added Karsting. "We're bringing them the brands, products, people and ideas they need to compete and succeed in today's market."

Registration is available at www.SUPERZOO.org. Badges include access to the show floor, with optional education add-ons available. For the latest news and announcements, follow SUPERZOO on [Facebook](#), [Instagram](#), and [LinkedIn](#).

###

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.