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SUPERZOO 2025 Wraps Milestone Year with Sold-Out Show Floor and Strong Buyer Engagement

The 75th anniversary of North America's top pet retail event brought expanded education, next-gen brands and record exhibitor turnout to Las Vegas

LAS VEGAS (Aug. 21, 2025) — SUPERZOO 2025 concluded last week in Las Vegas, marking a milestone 75th year with a sold-out show floor, new education programming and continued growth in buyer engagement. Held at the Mandalay Bay Convention Center, the event built on last year's record attendance with sustained, high-level turnout, delivering three days of dynamic product discovery, education and connection.

“SUPERZOO 2025 exceeded expectations — not only in scale, but in the depth of connections made across the floor,” said Mike Karsting, senior vice president of World Pet Association. “We saw an unmatched level of buyer engagement this year, with purposeful sourcing, real-time deal-making and a renewed sense of community as the industry came together to celebrate 75 years of progress.”

SUPERZOO by the Numbers

- **22,000+ pet industry participants**
- **1,200 exhibitors**, showcasing the full spectrum of pet care, products and services
- **474 first-time exhibitors**, including many emerging brands making their market debut
- **50% growth in the Emerging Brands** section compared to 2024
- **1,100+ new products** launched in the New Product Showcase and across the floor
- **350,000+ square feet** of exhibit space, reflecting a 9% increase since 2024
- **\$55 million** in estimated economic impact to Las Vegas
- **SUPERZOO 2026 returns Aug. 12–14, with education beginning Aug. 11**

Product Discovery and Buying Power Define Sold-Out Show Floor

With more than 1,200 exhibitors and over 350,000 square feet of exhibit space (equivalent to 6 football fields), SUPERZOO 2025 delivered its largest and most dynamic show floor to date. From functional nutrition and grooming to enrichment, tech and live animals, the floor brought together every corner of the pet care market, offering attendees a high-energy, hands-on marketplace for product discovery, supplier meetings and strategic purchasing.

Buyers moved through the show floor with purpose, placing orders, reconnecting with key suppliers and evaluating new products side-by-side. High-interest zones included Natural & Health, Emerging Brands, Live Animals and the always-busy New Product Showcase.

“SUPERZOO is a good buying show. Vendors are more focused on buying and deals, whereas other pet trade shows seem to be a little bit more of a showcase.” – Shelly Housley, Owner, Polly’s Pet Shop, Universal City, Texas

“The best feeling is that we think that no one knows us because this is only our second SUPERZOO, but people come up and say, ‘Oh we follow you!’ or ‘My customer’s pets already love your product!’ and that just really brings tears to our eyes.” – Kristy Kim, Choolip, Torrance, California

New Product Showcase Highlights Evolving Industry Trends

The New Product Showcase once again served as a key destination for trendspotting and discovery, featuring more than 1,100 products making their market debut. Buyers and press used the curated exhibit to scan new offerings quickly and track emerging categories. Many of the most prominent trends on display came to life through the Showcase, including:

- **Personalized health solutions** – Functional nutrition and supplements tailored for gut health, aging pets and mobility support
- **Tech-enabled care** – Wellness trackers, app-connected feeders and tools designed for diagnostics and convenience
- **Mental enrichment** – Toys, treats and accessories aimed at reducing anxiety and encouraging stimulation across species
- **Sustainability** – Products made with recyclable packaging, alternative proteins and planet-conscious sourcing

“It really helps to have retailers experience the product in-person because it can be on a shelf or on social media, but unless they’ve experienced it, they’re not really looking for it.” – Tracy Steingold, Sales Associate, Bubble Universe, Long Beach, California

Emerging Brands Fuel New Discovery

Retailers looking to discover next-gen brands found high energy and deeper engagement in the expanded Emerging Brands section, which has over 115 new brands showcasing, a 50% exhibitor increase over 2024. This year’s participants reflected the industry’s appetite for fresh ideas and purpose-driven products. Many brands made their market debut at SUPERZOO, sparking strong buyer interest and press attention throughout the week.

Smarter Education for a Shifting Market

SUPERZOO’s reimagined education program drew strong participation this year, with more than 65 sessions, free Show Floor Talks and new speakers focused on real-world applications. Pet

professionals explored strategies for employee retention, e-commerce optimization, digital marketing and in-store customer experience.

Sessions covering the use of AI tools in marketing and operations drew standing-room-only crowds. One highlight was a NielsenIQ-led Show Floor Talk followed by a curated buyer tour, designed to bridge data with actionable insights.

75 Years of Connection and Celebration

From curated meetups to after-hours gatherings, SUPERZOO created new ways for pet professionals to connect — and plenty of space to celebrate the milestone year. New networking highlights included the Female Founders in Pet Meetup, the Retailer and Emerging Brand mini-golf event at Swingers (sponsored by Catit and Pets+) and a series of mini-events throughout the show floor, designed to spark spontaneous conversations and collaboration.

Capping off the energy of the week was the return of the SUPERZOO Beach Party sponsored by Hill's Science Diet at Mandalay Bay Beach, which brought together attendees, exhibitors and other pet professionals for a night of music, networking and celebration, offering the perfect close to a milestone event.

“The thing that I love about SUPERZOO is that the core businesses are here that we work with. There are small businesses and new opportunities that come up and you get to meet people from all over the world and just talk about things that you love, which are your businesses and pets.” – John Fritschler, VP of Operations, VetPetStore, Franktown, Colorado

Recognizing Industry Excellence

SUPERZOO once again honored breakthrough products, entrepreneurial efforts and creative talent through several competitions:

- **New Product Showcase Awards:** Winners were named across more than 10 categories, with the ChefPaw Pet Food Maker taking home the Judges Award for Best New-to-Market Pet Product. The full list of winners can be found [here](#).
- **Pitch Competitions:** Two live events gave founders the chance to pitch breakthrough ideas for funding and exposure. *Elevate's Next Wave* featured BIPOC-led brands from the Retail Readiness Cohort, while *The Launch Pitch Competition by WPA, Pet Care Innovation Prize, and Purina* returned for its third year with \$10,000+ in prizes. The full list of winners can be found [here](#).
- **Grooming Contests:** Top stylists from across the country competed for more than \$36,000 in prizes across multiple divisions. The full list of winners can be found [here](#).

Looking Ahead to SUPERZOO 2026

SUPERZOO returns to Las Vegas Aug. 12–14, 2026, with education beginning Aug. 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. 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.