

Pet Conference

14 Welcome to the International Pet Conference in Budapest.

Markets

- 16** The world's largest and the fastest-growing pet markets.
- 18** The millennials are the primary pet-owning demographic in the US. But who are they?

Distribution

- 20** The Top 25 pet speciality retailers in the USA.
- 24** Fressnapf restructures management team.
- 28** Maxi Zoo France has grown beyond the company's plans in 2017.
- 30** The Swiss pet market is turned upside down.

Germany

- 34** The German pet product market at a glance.
- 36** Pro Pet shakes up the German market.
- 38** JR Farm has now established a subsidiary focusing on dog food.
- 40** The pet food manufacturer Mera undertakes a new strategical reorientation.

Suppliers

- 42** The well-known pet food brand Schesir from the Italian company Agras Pet Foods goes organic.
- 44** The Danish pet food brand Kingsmoor is now making pet food using only renewable energy.

- 45** The German pet food manufacturer Fresco Dog Foods focuses on natural dog food.
- 46** Blue Buffalo Pet Products is one of the fastest-growing pet product companies in the US.

Small animals

- 48** Upward trend in many countries, both in terms of sales and population figures.
- 50** Natural products dominate the market for toys and other accessory products.
- 52** New products for small animals.

Interzoo

- 54** Around 2 000 companies are expected to exhibit at Interzoo in Nuremberg.
- 58** Trends and innovations.

Events

- 78** The 20th edition of the Belgian trade fair Anido in Kortrijk was a great success.
- 80** Retailers from the UK and overseas visited The British pet product fair Pats Sandown.
- 82** International trade fairs and other events.

Headings

- 3** Comment
- 6** News
- 83** Publishing Information



24 Transition at Fressnapf: Folkert Schultz, Torsten Toeller and Dr Hans-Jörg Gidlewitz (from left) form the new triumvirate at Europe's leading pet retail chain Fressnapf.



34 The German pet product market is recording modest annual growth, yet it is a magnet for many companies inside and outside Germany on account of its size.



48 The small animal market is far bigger than many people think. Not only has the number of pets grown in recent years, but also the variety of species available.



54 Over 2 000 companies from 70 countries are expected to exhibit at the world's leading pet trade fair Interzoo in Nuremberg, 200 more than at the last show two years ago.

Bad news for spies: Every single **Super-food** we **PUT IN**, is shown on the label.



INTERZOO 2018
HALL 5, STAND 5-208

Check-out our supernatural dog and cat food with ingredients you can trust. With fantastic new recipes in 100% food-grade quality. And get informed about our new PALEO-line!



FLEISCHESLUST
ARTGERECHTE TIERNÄHRUNG