

Hurtta Returns to Interzoo, Germany, After Eight Years of Strong International Growth

After eight years away from one of the industry's leading trade fair stages, Hurtta returns with a stronger international presence, a broader digital foundation, reinforced commercial leadership, and a clear ambition to grow closer to retailers and dog owners across Germany.

During this time, Hurtta has continued to strengthen its position in the market by investing in digital capabilities, brand tools, and B2B e-commerce. The brand's sales have expanded to 47 countries, while consumer awareness has steadily grown across key markets.

Hurtta's parent company, Nordic Petcare Group, has further strengthened the brand by bringing new commercial and brand-building expertise into its leadership. At the beginning of 2026, Sanna Laaksonen joined Hurtta as Chief Commercial Officer. She brings extensive experience from Fiskars Group, a Finnish global house of consumer brands, where she built a long career working with internationally recognised brands.

Laaksonen's experience in global consumer brand development supports Hurtta's next phase of international growth, as the company continues to scale its brand presence while maintaining a strong focus on product quality and purpose.

"Joining Hurtta is incredibly exciting. It is inspiring to become part of a company built by dog people and professionals, and to develop a brand with such exceptionally strong consumer engagement," says Sanna Laaksonen, Chief Commercial Officer at Hurtta.

Hurtta's return to the trade fair reflects a broader shift from building internal capabilities to strengthening external partnerships. The company has invested in tools and processes that better support distributors and retailers, including improved B2B e-commerce solutions, clearer brand assets, and more consistent product communication.

Germany represents a particularly important market in this next phase. Hurtta has been recognised as Germany's most valued dog apparel brand for three consecutive years, reflecting strong alignment with local expectations. German dog owners value products that fit well, perform reliably, and support active outdoor life in varied weather conditions.

Hurtta's Nordic roots provide a practical foundation for this product development. Designed in Finland, Hurtta products are built for year-round outdoor use in demanding conditions, with a focus on fit, protection, durability, and freedom of movement. This approach has helped establish the brand's credibility among dog owners who expect functionality without compromise.

The company's presence at the trade fair is therefore not only about visibility, but about strengthening collaboration with distributors and retailers. By expanding and deepening its retail network in Germany, Hurtta aims to make its products more widely accessible to dog owners who prioritise quality and functionality.

Backed by Nordic Petcare Group's more than 50 years of experience in outdoor gear manufacturing, Hurtta combines technical expertise with a clear purpose: to support the wellbeing of dogs and their owners. Every product is designed with the dog at the center,

ensuring comfort, protection, and the freedom to move naturally in real outdoor environments.

Hurttá's return to the industry stage signals a company that has evolved significantly since its last appearance. With stronger international reach, enhanced digital and commercial capabilities, and renewed focus on retailer partnerships, the brand is well positioned for its next phase of growth, while staying firmly rooted in its mission to help more dogs and their owners enjoy outdoor life together.

Hurttá - Let's go.