

**** Press Alert ****

May 2026

UK Pet Innovation on Show at Interzoo 2026, Offering New Opportunities for International Retailers

As the global pet industry prepares for Interzoo 2026 (12–15 May, Exhibition Centre Nuremberg), a strong cohort of British brands is set to showcase the innovation, quality and export readiness that continue to make UK pet products highly attractive to international retailers and distributors.

The **British Pavilion, in Hall 9**, will once again serve as a key destination for buyers seeking distinctive, premium and commercially proven pet products from the UK's dynamic and fast-growing pet sector. Brands exhibiting this year include Symply Pet Foods, Canagan, Tribal, Yora, McAdams, ALF, Lily's Kitchen, Pets Choice, Pets Remedy, Pets Life, Wilsons Pet Food and Peregrine, alongside a broader group of UK suppliers spanning nutrition, treats, accessories, packaging and pet wellbeing.

The UK represents one of Europe's most advanced pet care markets, valued at over £8 billion, with strong year-on-year growth driven by premiumisation, health-focused nutrition and sustainability-led innovation.

British brands have built a strong international reputation for high-quality, traceable ingredients, advanced nutritional formulations, strong brand storytelling and design and early adoption of sustainability trends, including alternative proteins

For international buyers, this translates into products that are not only differentiated on shelf but aligned with evolving consumer demand across Europe and beyond.

UK pet brands exhibiting at Interzoo are highly experienced in international trade, with many already distributing across Europe, Asia and the Middle East.

UK innovation on show

The UK pet sector is known internationally for high-quality formulations, ethical sourcing, natural ingredients and increasingly sustainable product development.

The companies exhibiting in the British Pavilion illustrate the diversity of the UK's pet industry. From premium dog food made with high welfare British meat to insect-based protein innovations and specialist calming products, the pavilion will offer European buyers a snapshot of the UK's fast-evolving pet category.

UK pet food itself continues to see strong value growth, with the market projected to expand steadily over the coming years as consumers trade up to more premium, health-focused products.

This focus on quality and innovation has helped UK brands build strong reputations in export markets.

A key destination for international buyers

With exhibitors from around 68 countries, Interzoo remains the world's leading platform for the pet industry.

For European and international buyers, the British Pavilion provides a time-efficient way to meet multiple vetted UK suppliers, explore new product launches and establish distribution partnerships.

As consumer demand continues to shift towards premium, natural and sustainable pet care, UK brands are increasingly well positioned to support retailers looking to stay ahead of the curve.

Find out more

To arrange meetings or learn more about UK exhibitors at Interzoo, please contact:

Prairie Global Ltd – info@weareprairie.com

Exhibitors in the British Pavilion include:

ALF, Buddycare, Canagan, Denzel's, Foldhill Foods, Ghostdog Pets, John Mackle, Law Print and Packaging Management, Lily's Kitchen, McAdams Pet Foods, National Flexible, No More Smells, OurPetsLife, Peregrine Live Foods, Pet Remedy, Petlife, Pets Choice, Powair Natural Odour Neutralisers, Symply Pet Foods, The Muzzle Movement, Tribal Pet Foods, Twiggy Tags, Unipet, Wilsons Pet Food and Yora Pet Foods

Contact details:

Prairie Global Ltd

Nicole Cooper

e. nicole@weareprairie.com

m. +44(0) 7768 799623

Rachel O'Sullivan

e. rachel@weareprairie.com

www.weareprairie.com

