

Fact Sheet Iberzoo Propet 2026

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| Trade fair: | Iberzoo Propet, Feria Internacional para el Profesional del Animal de Compañía (<i>Pet Industry International Trade Fair</i>) |
| Dates held: | 11 to 13 March 2026 |
| Place: | Hall 10 IFEMA MADRID |
| Timetable: | Wednesday and Thursday from 10.00 to 20.00. Friday from 12.00 to 19.00. |
| Frequency: | Annual |
| Type: | Professional |
| Edition: | 9th - Iberzoo Propet - 17th - Propet |
| No. exhibitors: | 302 directly participating companies (+11% compared to 2025) 207 Spanish companies (11% up from 2025) 76 international (16% up from 2025) |
| Surface area: | 9975 m ² net surface area of stands (3.5 more than in 2025) 21000 m ² gross area of the hall |
| Participating Countries (18): | Belgium China Czech Republic France Germany Italy Latvia Norway Poland Portugal Romania San Marino Spain Sweden The Netherlands Turkey United Kingdom USA |
| Parallel Activities: | 43rd VETMADRID Congress |

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| | <p>8th AEDPAC Forum The Afternoon of the Sector IBERPET Awards Veterinary CLASSROOM Canine Grooming Conferences Artero Conferences</p> |
| Visitor Profile: | <p>Veterinarians: Pharmaceutical products and medical devices Clinical diagnostic laboratories Beauty and hygiene Identification systems Equipment for veterinary clinics</p> <p>Equipment and accessories for shops: Styling and aesthetics Clothing and accessories Furniture and equipment Aquarium keeping - Terrarium keeping Products and accessories Pet shop equipment</p> <p>Food and nutrition.</p> <p>Services and management: Registration and management of goods Dog trainers Training - breeders Insurance - Management Services Animal residences</p> <p>Associations and organisations</p> <p>Press and Communication</p> |
| Organised by: | IFEMA MADRID |
| Promoting Entities: | <p>AMVAC, Madrid Association of Pet Veterinarians</p> <p>AEDPAC, Spanish Association of the Pet Product Distributors</p> |
| Collaborating Entities | <p>AEVET, the Spanish Association of Clinical Veterinarians</p> <p>ANFAAC, Madrid Association of Pet Veterinarians</p> |

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| | <p>CEVE, Spanish Veterinary Business Confederation</p> <p>VET+i Foundation</p> <p>VETERINDUSTRIA, Spanish Business Association of the Animal Health and Nutrition Industry</p> |
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[Get all the news about Iberzoo Propet on the website.](#)

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Iberzoo Propet 2026, Southern Europe's greatest trade event, is gearing up.

Record participation in the fair is evidence of the boom in the Spanish pet sector.

From 11 to 13 March, at the Recinto Ferial at IFEMA MADRID.

IFEMA MADRID is once again hosting southern Europe's largest business platform for the professional pet care world. This edition of the **Feria Internacional para el Profesional del Animal de Compañía, Iberzoo Propet 2026** (*Pet Industry International Trade Fair*), as usual, promoted by the sector's two main business groups, the **Madrid Association of Pet Veterinarians, AMVAC**, and the **Spanish Association of the Pet Product Distributors, AEDPAC**, has more participants than ever before, demonstrated its established position as the top event for an industry that is experiencing a boom. The event will take place from **11 to 13 March** in Hall 10 of the IFEMA MADRID Exhibition Centre.

A total of 302 exhibiting companies, representing a **11% increase** over the previous 2025 event, will showcase the latest solutions and proposals for pet care. Together, they will present at least **1,200 brands**. International participation is also an important facet of the fair, with **76 international firms – 16% more than last year – from 18 countries**, thereby consolidating Iberzoo Propet's growing international projection. The event's **net exhibition area has also increased to 9,975 m², up 3.5%** from 2025.

This data reflects that of the sector represented by the event, with a broadly innovative profile and great growth potential. According to **AMVAC**, the sector reached a turnover of **36.681 billion euros** in 2025, representing **2.3% of Spanish GDP**, and generated **44,500 direct jobs** and more than **356,000 indirect jobs**. This volume is capable of meeting the needs of a pet population estimated to have increased to **more than 30 million**, according to the **Spanish Business Association of the Animal Health and Nutrition Industry, Veteindustria**. Meanwhile, **AEDPAC**, in its latest *Barometer of Pet Parent Habits and Trends 2025*, highlighted that **52% of Spanish households have pets**, and that 86% of Spanish families consider their pets to be members of the family.

In addition to the prominent business participation and the presence of its two main representative bodies, Iberzoo Propet is once again supported by the **main associations, bodies and institutions** that work for welfare of our pets, AEVET, the Spanish Association

of Clinical Veterinarians; ANFAAC, the Spanish Association of Pet Food Manufacturers; CEVE, the Spanish Veterinary Business Confederation; the VET+i Foundation, and VETERINDUSTRIA, the Spanish Business Association of Animal Health and Nutrition Industry, which are evidence of the sector's confidence in its main commercial showcase.

Conference programme

In parallel with the showcase of the latest innovations presented by the sector's leading brands, Iberzoo Propet offers a full [programme of events, conferences and activities](#), creating a first-class forum for analysis and reflection that provides added value greatly appreciated by professionals. The programme features the **VetMadrid Congress**, the [8th AEDPAC Forum](#), the **Iberpet Classroom**, [dog-grooming shows](#) and the **La Tarde del Sector** (Sector Afternoon).

Given the excellent reception in previous editions, the fair will also once again feature its **Stage**, where a full programme will be hosted over the three days of the event. This will include dog-grooming shows by brands such as Artero, as well as other activities, and the ceremony for the [2nd Petshops Magazine Awards](#).

In this extensive programme, once again **La Tarde del Sector** stands out, taking place on Thursday, 12 March, at 18:30, where the traditional **Premios Iberpet** (Iberpet Awards) will be handed out, while **AMVAC and AEDPAC will present their respective sectoral reports**.

Ultimately, Iberzoo Propet 2026 represents a unique opportunity for both companies and professionals in the sector to access the professional market under one roof, generate business and *networking* opportunities, present innovations to industry leaders, expand their brands, and discover the latest trends in animal welfare.

It is, therefore, a very beneficial business space for all participants, whose high profitability will be reinforced by the **LiveConnect** platform, which enhances the event, enabling the professional pet industry community to stay connected and share experiences and knowledge all year round.

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Iberzoo Propet 2026 plans a comprehensive agenda of activities for pet professionals

It includes the VetMadrid Congress, the 8th AEDPAC Forum, the Iberpet Classroom, dog grooming demonstrations, and The Afternoon of the Sector, among other events.

The **Feria Internacional para el Profesional del Animal de Compañía (Pet Industry International Trade Fair), Iberzoo Propet**, organised by **IFEMA MADRID** and promoted by the **Madrid Association of Pet Veterinarians, AMVAC**, and the **Spanish Association of Pet Product Distributors, AEDPAC**, has scheduled a wide range of activities aimed at pet industry professionals. This schedule will feature the **VetMadrid Congress**, the **8th Forum of the AEDPAC association**, the **Iberpet Classroom**, the **dog grooming exhibitions**, and **the Afternoon of the Sector**. Iberzoo Propet will take place from **11 to 13 March 2026**, at **Hall 10 of the Recinto Ferial**.

The Madrid Association of Pet Veterinarians, AMVAC, will once again take advantage of the Iberzoo Propet framework to host its **Annual Vetmadrid Congress 2026**, which will be held for the 43rd time from 11 to 13 March, focusing on "*Medicine and Surgery of the Cardiorespiratory System*". The meeting will bring together more than 2,000 veterinarians and industry professionals.

Meanwhile, AEDPAC will hold its traditional meeting on the same dates - 11 to 13 March 2026. This will be the **8th edition of the industry and trade forum of the pet sector in Spain, and it will be held** in Hall 10 of the IFEMA MADRID Recinto Ferial. The event will once again be a great professional meeting space for the pet care sector in Spain, bringing together entrepreneurs, executives, veterinarians, regulatory experts, public administration, and market analysts.

At the FORUM, topics of great interest for the sector will be addressed, such as the transformation of the business model in the pet care market; the humanisation of pets; the opening of new markets for Spanish pet care; innovation, digitalisation and animal welfare, or the official assessment of the enactment of Law 7/2023 relating to animal rights, the latter under the responsibility of the corresponding Directorate General.

On the other hand, Iberzoo Propet 2026 will once again make the **Iberpet Classroom** available to exhibitors who wish to use it, a space where they can give presentations to industry professionals. Exhibitors will be able to give presentations on various topics to all professional visitors in this area.

The **Escenario (Stage)** will also be available again with a wide programme during the three-day Fair, where leading brands in the sector, such as **Artero**, will be able to give dog grooming demonstrations. In addition, this space will host the presentation of the **2nd Petshops Magazine Awards**.

Finally, this same Escenario (Stage) will host another edition of **The Afternoon of the Sector**, which will take place on Thursday, 12 March, at 18:30, during which the traditional **Iberpet Awards** will be presented, while **the AMVAC and AEDPAC associations will present their respective sectoral reports**.

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Iberzoo Propet 2026 will host the 8th AEDPAC FORUM

The event will be a meeting of experts from the petcare sector to analyse the major economic, regulatory, and social challenges facing the pet sector in Spain.

The Forum for Spain's pet industry and trade sector will take place for the eighth time from 11 to 13 March, in Hall 10 of IFEMA MADRID, as part of Iberzoo Propet 2026. Organised by the Spanish Association of Pet Product Distributors, AEDPAC, the FORUM has become well-established as the leading professional meeting space for the petcare sector in Spain, bringing together entrepreneurs, executives, veterinarians, regulatory experts, public administration, and market analysts.

According to Ignasi Solana Vinyoles, Commissioner of the FORUM and Secretary General of AEDPAC: *"Since its creation, the FORUM has become established as the main meeting point for analysis, and debate on the industrial, business, and commercial activity of the pet sector in our country. It's an event for identifying new trends, generating valuable content, and projecting the sector's voice to markets, media, and public opinion"*.

Once again, the FORUM has the support of IFEMA MADRID and the collaboration of the Directorate General for Animal Rights, AMVAC, and the Vet+i Foundation.

Official Programme. 2026 edition

WEDNESDAY 11 MARCH - Markets, humanisation and internationalisation

The day will kick off with a session on the transformation of the business model in the pet care market, addressing the new role of manufacturers, distributors, and pet shops. *"Towards new business models in the pet care market chain. Product and brand values. The new role of manufacturers, distributors and pet shops."*

Moderated by Milagros Rodero, writer specialised in Alimarket.

With the following participants:

- Josep Casas, CEO and co-founder of Food for Joe.
- Ricardo Herrero, Expansion Director of CrazyPet, Miscota and Petness.
- Daniel Lizárraga, CEO of Gloriapets.
- Diego González, Commercial Manager Petfood & Petcare at Carrefour.

"The humanisation of pets: progress or risk? Impact on animal welfare and limits of the human-animal bond".

The debate over the evolution of the human-animal bond will be one of the programme's central themes. The panel will analyse the impact of humanisation on animal welfare and the limits of the bond.

Moderated by Ignasi Solana Vinyoles, Secretary General of AEDPAC.

Intervene:

- Paula Calvo, PhD in Anthrozoology.
- María Sanz (@mariavetican), veterinarian and communicator.
- Sofía Bienes, founder of The Dogg Hotel & Spa.
- Blanca M^a Blanco, president of CEVE León.

The day will end with a panel discussion focused on the international expansion of the sector.

"Opening up new markets for Spanish pet care. Experiences, case studies and international expansion opportunities."

Moderated by Fito Santa-Olalla, president of AEDPAC.

With the following participants:

- Josep Piqué, CEO of Cunipic.
- José Herrero, Sales and Marketing Director PSH.
- Martín Proetto, CEO of Pampaspets.
- Pablo Gómez, CEO of YowUp.

THURSDAY 12 MARCH - *"Innovation, digitalisation and animal welfare"*

In collaboration with Fundación Vet+i, this session will address regulatory, technological, and digitalisation advances in veterinary medicine and clinical management.

Moderated by Pablo Hervás, vice-president of the Vet+i Foundation.

With the following participants:

- Jorge Muniesa, Regulatory Manager Spain & Portugal at Elanco.
- Marta Martín, Head of the Veterinary Medicines Department (AEMPS).
- Augusto Macías, Managing Director of VetPartners.
- Jesús Charlán, lecturer and consultant ESIC.

"Abandonment and adoption in Spain: real data and challenges. The vision of the protectors, administration and companies facing a structural challenge". A panel with particular social impact will bring together representatives from public administration, foundations, and the veterinary profession to analyse the structural situation of abandonment and adoption.

Moderated by Ruimán Duarte, consultant in animal welfare.

With the following participants:

- Ana M^a Catalán, Directorate-General for Animal Protection.
- Isabel Buil, Director Affinity Foundation.
- Belén Muñoz, President of AVEM.
- Elena García, co-founder of Ethogroup.

Balance of Law 7/2023

The Directorate General for Animal Rights will conduct an official review following the enactment of Law 7/2023. The presentation will be given by José Ramón Becerra, Director General of Animal Rights, introduced by Adolfo Santa-Olalla, president of the AEDPAC Companion Animals Commission

FRIDAY 13 MARCH - The veterinary profession in the mirror. Context and challenges.

The third day will focus on the present and future of veterinary clinics, in collaboration with AMVAC.

Moderated by Jaime Díaz, Commercial Director Spain and Portugal UNAVETS.

With the following participants:

- Hernán Fominaya, Medical Director AniCura VETSIA Hospital.
- Beatriz Escribano, veterinary specialist in ophthalmology.
- Inmaculada de la Escalera, independent clinical veterinarian

Designing the future of the profession

The final session will bring together business leaders from the veterinary field:

Moderated by Ramón Estéban, Managing Director of Nuzoa.

- Augusto Macías, Managing Director VetPartners Spain and Portugal.
- Ángel Rodríguez, owner of Wecan Segovia.
- Hugues Salord, CEO Santévet Group
- Pere Mercader, managing partner VMS.

The 8th FORUM will be free for professional visitors to Iberzoo Propet 2026, underlining its vocation as an open space for sharing knowledge, dialogue, and the generation of valuable content for the entire pet sector ecosystem in our country, and reinforcing its commitment to the generation of knowledge, sectoral dialogue, and institutional projection of the sector in Spain.

MEDIA CONTACT INFORMATION.

If you would like to receive graphic material or detailed information about the participants, presentations and round tables of the FORUM, please contact:

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Iberzoo Propet hosts a powerful pet sector with a turnover approaching 37 billion euros.

With more than 30 million pets in Spain, the industry will once again meet at IFEMA MADRID from 11 to 13 March.

The Spanish pet industry has its annual meeting at the most extensive trade platform in Southern Europe, Iberzoo Propet, **Feria Internacional para el Profesional del Animal de Compañía (Pet Industry International Trade Fair)**, organised by **IFEMA MADRID from 11 to 13 March in Hall 10 of the Recinto Ferial**. More than 300 exhibiting companies will take part in this record-breaking edition. They will be representing around 1,200 brands, demonstrating the health of a sector that **turns over nearly 37 billion euros** each year in Spain.

According to the Sector Report issued by the **Asociación Madrileña de Veterinarios de Animales de Compañía (Madrid Association of Pet Veterinarians), AMVAC for 2026, overall activity in the pet sector** reached **36.681 billion euros** in 2025, **representing 2.3% of Spanish GDP**. This important segment of the economy **generates 44,500 direct jobs** and more than **356,000 indirect jobs**.

According to the **Spanish Business Association of the Animal Health and Nutrition Industry, Veteindustria**, also participating in the Fair, the sector meets the needs of an estimated **30 million pets** in our country. The majority are dogs (9.3 million), followed by fish and aquarium animals (7.8 million), and cats (5.8 million). The remaining 7.9 million specimens are small mammals, such as rabbits, guinea pigs, and hamsters.

The companies associated with Veteindustria are committed to R&D+i, allocating up to 18% of their total turnover to it, across the 28 high-tech centres spread throughout Spain. Likewise, the Association, as a founding patron, leads the Vet+i Foundation – Spanish Technological Platform for Animal Health, with the aim of promoting public-private collaboration in animal health research. Because of this, the Spanish animal health and nutrition industry can develop veterinary medicines for pets that boast exceptional quality, proven safety and confirmed efficacy, as well as pet nutrition products.

Meanwhile, the Asociación Española de la Industria (Spanish Association of Pet Product Distributors), AEDPAC, will present its 3rd "Barometer on the new habits and profiles of pet parents in Spain and Portugal", which has been technically supervised by Hamilton Global

Intelligence. In last year's edition, in 2025, interesting data on attitudes toward pets in Spain compared with Portugal, the leading country in Europe for pet ownership, was included. Interestingly, it was confirmed that 52% of Spanish households have pets, compared to 58% in Portugal, and that 86% of Spanish families consider their pets part of the family, compared to 79% in Portugal.

As the main new feature, this year will host the presentation of the *"1st Pet-Friendly Barometer in Spain 2026"*, also by AEDPAC, dedicated to the real degree of integration of companion animals in areas such as hospitality, transport, work, leisure, or services, among others.

Both AMVAC and AEDPAC will present their respective sector reports at **La Tarde de Iberzoo Propet 2026, at 18:30 on Thursday, 12 March next, at the Stage** set up for the purpose.

In addition to the outstanding participation of AMVAC and AEDPAC, sponsors of the fair, Iberzoo Propet has renewed support from the **main associations and entities** - AEVET, Spanish Association of Clinical Veterinarians; ANFAAC, National Association of Manufacturers of Pet Food; CEVE, Spanish Veterinary Business Confederation; VET+i Foundation; and VETERINDUSTRIA, Spanish Business Association of the Animal Health and Nutrition Industry-, which attest to the sector's confidence in its main commercial showcase.

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The Ibero-American market, a business opportunity for the Spanish pet sector For the Spanish market as a whole, and specifically for Iberzoo Propet 2026, the consolidation of the LATAM market is not just an economic fact, but a strategic signal. The Iberian region occupies, by definition, a natural position as a bridge between Europe and Latin America, both in terms of cultural affinity and business and language links.

The sustained growth of the pet sector in LATAM opens up internationalization opportunities for Iberian companies in food, products and accessories, veterinary services, and technological solutions in all categories. At the same time, the region is consolidating itself as an industrial hub and a strategic partner in innovation and development.

In this context, IberzooPropet must strengthen its role as a transatlantic connection platform, facilitating alliances, commercial agreements, and knowledge transfer between Iberia and Latin America. Professionalization, sustainability, and responsible humanization will be key pillars for building a common space for sector growth.

LATAM Region: The Pet Market Accelerates Towards \$19 Billion.

LATAM is not just an expanding market: it is a strategic partner for the future of the Iberian pet ecosystem. The petcare market in Latin America reached a value of \$11.38 billion in 2024 and could reach \$18.88 billion by 2033, with a compound annual growth rate of 5.79% between 2025 and 2033, according to a recent report by IMARC Group.

Beyond the figures, the relevant data point is the structural trend: LATAM is consolidating sustained growth supported by demographic, economic, and cultural factors that are redefining the consumption of products and services for companion animals.

The engines of growth.

The market's momentum stems from several converging factors:

- Increased pet adoption, especially of dogs.
- Expansion of the middle class in economies like Brazil, Mexico, and Colombia.
- Growing humanization and a stronger emotional bond between animal and owner.
- Premiumization in food, health, and grooming.
- Digitalization and e-commerce, which broaden access to specialized brands and categories.

Dogs continue to lead the market, driving demand for specialized nutrition and advanced health products, although cats and other pets are progressively gaining ground in urban environments.

The changing family structure, with smaller households and a greater emotional connection to pets, is driving up the average cost per pet. Preventative care, functional foods, and specialized veterinary services are experiencing strong growth.

Emerging innovations include:

- Breed-specific diets.
- Nutritional and health supplements.
- Technological devices such as smart collars with AI, apps, etc.

Distribution channels: physical dominant, digital expanding.

The offline channel remains dominant: specialty stores, supermarkets, and veterinary clinics maintain their leadership thanks to proximity and personalized service. However, the online channel is experiencing the greatest dynamism, supported by:

- Subscription models.
- Recurring deliveries.
- Greater availability of premium products.
- Price comparison and convenience.

Opportunities for Spanish companies. Country-by-country analysis.

Brazil is the dominant market in the region, with high pet ownership rates and strong spending on nutrition and health. Urbanization and humanization are driving the premium segment.

Mexico shows solid growth supported by the expansion of the middle class and the strengthening of e-commerce. Recent industrial investment to supply the region stands out.

Argentina maintains a strong culture of bonding with pets, with a predominance of affordable products and a gradual transition to higher ranges.

Colombia and Chile are evolving toward premium and sustainable offerings, driven by urbanization and greater awareness.

Peru is strengthening its regulatory framework with new health requirements (certification, vaccination, microchipping), which is professionalizing the sector and raising standards.

Other smaller countries are showing stable growth linked to urbanization and increased pet ownership.

Significant Industrial Developments

2024 showed clear signs of a structural commitment to the region:

Nestlé Purina PetCare announced a 200 million Swiss franc investment to expand its plant in Silao, Mexico, which will become the largest pet food production facility in Latin America, incorporating wet and dry food lines, as well as renewable energy and water recycling systems.

Adimax inaugurated a new production unit in Bahia, Brazil, strengthening its capacity in segments ranging from economy to premium.

Other key market players include Mars Petcare and Colgate-Palmolive, consolidating a competitive ecosystem where multinationals and regional manufacturers coexist.

Strategic Keys for Iberia.

For Spain and Portugal, the natural gateway to Latin America, this growth represents:

- Export opportunities for premium and functional products.
- Potential industrial alliances and distribution agreements.
- Knowledge transfer in animal welfare and professionalization of the sector.
- Development of omnichannel models and transatlantic e-commerce.

Cultural affinity, language, and historical ties facilitate a two-way strategy: Latin America as an expansion market for Iberian companies and, at the same time, as a regional production and industrial hub.

[Descubre todas las novedades de Iberzoo Propet en su página web.](#)

Haute couture confirms the social paradigm shift that embraces the new pet-friendly culture.

When major fashion houses incorporate a category into their creative universe, they are not following a trend: they are validating a cultural change.

The fact that brands such as Louis Vuitton, Gucci, Prada, Burberry, and Moncler have developed specific lines for pets is not a creative eccentricity or an anecdotal nod to consumers: it is confirmation that the pet phenomenon has ceased to be a niche market and has become a structural category of contemporary consumption.

The luxury industry does not enter emerging markets. It enters when it detects consolidation, recurrence, cross-sectional purchasing power, and long-term projection. And that is exactly what is happening.

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The dog is now recognized as an extension of identity.

In recent years, we have seen how pets have gone from occupying a domestic space to occupying a symbolic space. When Pharrell Williams, as creative director of Louis Vuitton, presented the Dog Lovers collection, he wasn't just launching premium leather collars and carriers: he was integrating dogs into the brand narrative. The message is clear: pets are part of the lifestyle.

In the United Kingdom, specialized publications have documented the rise of exclusive dog clubs, high-end spas, and designer technical fashion. In the United States, major fashion houses have expanded their catalogs to include coordinated accessories, capsule lines, and permanent products in their collections. It's not just about aesthetic luxury. It's about cultural recognition.

Dogs, and by extension pets, are no longer peripheral elements of the home, but rather an extension of their owners' identities. The consistency between how we live, how we dress, and how we care for our animals is part of the same narrative.

The new habits of pet parents. A global phenomenon.

The global market for pet fashion and accessories exceeded \$11 billion in 2024, with forecasts of sustained growth in the premium segment.

But what is truly relevant is not the figure itself, but the cross-cutting nature of the phenomenon. Luxury represents the tip of the iceberg. In this context, we find:

- Functional and gourmet food.
- Cosmetics and animal wellness.
- High-end pet-friendly hotels and destinations.

- Interior design adapted to human-animal coexistence.
- Insurance, advanced medical services, and healthcare digitization.

What began as an urban trend has spread to multiple social strata. This is not an aspirational market limited to elites; it is a phenomenon that transcends social classes, generations, and geographies.

From the United States to Italy, from France to the United Kingdom, the human-animal bond is no longer private but has become a visible social structure.

A new social and cultural paradigm.

The key is not fashion. The key is humanization. The academic field of anthrozoology has been documenting for years how the human-animal relationship impacts emotional well-being, identity, and family structure. Pets now occupy a space that previously belonged exclusively to traditional human bonds.

Fewer children, smaller homes, greater mobility, and digitalization have reinforced the role of animals as the emotional core of the family.

Premium consumption is the consequence, not the cause. When the animal becomes part of the emotional center of the home, purchasing decisions change. Quality, health, sustainability, and ethical consistency are prioritized. Luxury comes into play when the bond is consolidated.

It's not a trend, it's a transition that was bound to happen.

Trends are cyclical. Paradigms are structural. The arrival of luxury in the pet world symbolizes something deeper: the definitive normalization of the new pet-friendly culture.

If the phenomenon has reached the big fashion houses, it means that it is no longer experimental or marginal. It is global, cross-cutting, and economically sound.

The question is no longer whether the pet market will continue to grow. The question is how each sector (retail, hospitality, fashion, food, technology) will transform itself by naturally integrating animals into its value proposition.

We are witnessing a cultural transition where the human-animal bond is redefining not only consumption, but also the architecture of our cities, regulations, public spaces, and brand experience. And when luxury validates a phenomenon, it is rarely a passing fad. We are witnessing the confirmation of a change of era.

Sources: Luster, Tempus, Pets2B Consulting.

[Descubre todas las novedades de Iberzoo Propet en su página web.](#)

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