

No. 2 / October 2026, Cologne

spoga dog 2027 powered by ZZF: Latest trends for health, stimulation and mobility in the dog market

Functional nutrition, preventive animal health and mental stimulation shape the product ranges of the exhibitors +++ Ticket shop for trade visitors and the accreditation for journalists and creators is open +++

At the premiere of spoga dog powered by ZZF in Cologne from 30 January to 1 February 2027, the focus lies on the key developments in the dog market. A wide range of products revolving around nutrition, health, stimulation and mobility awaits the trade visitors. The ticket shop for the new B2B platform is online now. Whereby the admission ticket is also valid for the co-staged spoga horse.

Focus on functional nutrition and preventive animal health

The companies presenting their products at spoga dog powered by ZZF demonstrate just how multi-faceted the developments on the market are. From needs-based nutrition and functional supplements, to innovative health and well-being concepts: The exhibitors are addressing the current needs of dogs and their owners and provide the specialised trade with new ideas for their product range.

This becomes apparent on the market among others in the food concepts, which differ according to the phase of life and special needs, for example for puppies, adult, older or sensitive dogs. These are complemented by supplements for dental care, gut flora, agility and joints as well as recipes containing vitamins, vital materials, probiotics and postbiotics.

In addition to wholefood nutrition, toppings, drops and powders are gaining significance. Functional snacks aim to support the immune system, digestion, joints and relaxation. Developments from the human nutrition sector are also creating new impulses for the retail trade - including gently cooked and frozen products, superfoods, plant-based recipes, hybrid products and alternative protein sources.

Stimulation and mobility as focal themes

Mental stimulation is a further important element of a dog's all-round daily routine. The stimulation-related offer is thus correspondingly versatile: It includes licking toys, durable chew toys, strategy games in a range of degrees of difficulty, snuffle mats and snack toys that stimulate dogs mentally and can at the same time be integrated into the daily feeding routine.

Dogs want to be with their pack and are thus normally taken along everywhere.



spoga horse
30.01. - 01.02.2027



spoga dog
30.01. - 01.02.2027

Your contact:

Paul Schubert

Tel.

+49 17612563104

e-mail

p.schubert@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:

Gerald Böse (President and Chief
Executive Officer)
Oliver Frese

Chairman of the Supervisory
Board:

Mayor of the City of Cologne
Torsten Burmester

Headquarters and place of
jurisdiction:

Cologne
District Court Cologne, HRB 952

Whether in the car, when travelling or in the city - with the aid of crates, bags, trolleys and other accessories they can be transported safely and comfortably.

Page
2/3

Exhibitors from all theme areas

The exhibitors at the premiere include Bewital with the BELCANDO brand, Canina Pharma, Finnern, Fräulein Smilla, Interquell, KOCH Heimtierwelt, Manuly, mera, MSH Pet, NEKTON and TRIXIE. They are exhibiting products from the sections nutrition, health, stimulation and mobility at spoga dog powered by ZZF and together they represent the spectrum of the offer.

The new B2B platform particularly targets the pet industry as well as the specialised equestrian sport trade.

"At its premiere, spoga dog powered by ZZF will outline the themes that are currently shaping the dog market: From functional nutrition and preventive animal health, to stimulation and mobility. The broad range of products shows the specialised pet trade how it can expand its offer in a targeted manner. At the same time, the co-staging with spoga horse works in both directions: The specialised equestrian sport trade can tap into dog supplies as an additional business area, the specialised pet trade can discover new horse-related products at the stands of the spoga horse exhibitors," said Bernd Voss, Director of spoga dog powered by ZZF.

"For many people dogs are members of the family and important companions. There is a correspondingly high level of interest in products that support a health-promoting nutrition, provide stimulation and assist with the care of the four-legged companions. There is a demand for solutions and appropriate outdoor clothing that help shape life together, especially for riders who own a dog," said Norbert Holthenrich, President of the ZZF - the Central Association of the Pet Industry. He thus considers spoga dog to be a useful platform for dog shops, boutiques and equestrian sport retailers alike.

The ticket shop and accreditation for journalists and creators are open now

Due its co-staging with spoga horse, spoga dog powered by ZZF addresses two groups of visitors. The pet industry finds a focused offer of dog-related items. The trade fair offers the specialised equestrian sport trade the opportunity to expand its own range to include dog supplies, because many riders are also dog owners. Trade visitors can purchase tickets for spoga dog powered by ZZF with immediate effect. The premiere is being co-staged with spoga horse, the leading global trade fair for the equestrian industry in Hall 7 at Koelnmesse. The tickets are each valid for both events. The accreditation for press representatives and creators is now open.

Note for editorial offices:

spoga dog photos are available on the Internet at <https://www.spogadog.com/en/press/multimedia/image-database/>

Press information is available at: <https://www.spogadog.com/en/press/press-releases>

If you reprint this document, please send us a sample copy.

spoga dog on LinkedIn:

<https://www.linkedin.com/showcase/spoga-dog-powered-by-zzf>

spoga dog on Instagram:

https://www.instagram.com/spoga_dog/

spoga dog on Facebook:

<https://www.facebook.com/spogadog>

Your contact:

Koelnmesse GmbH

Paul Schubert
Public and Media Relations Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
telephone +49 221 821-3217
p.schubert@koelnmesse.de
www.koelnmesse.de

German Pet Trade and Industry Association (Zentralverband der Heimtierbranche)

Antje Schreiber
Press Officer/Head of Communications

telephone +49 611/447553-14
presse@zzf.de
www.zzf.de