

Swedencare and zooplus partner to bring NaturVet line to European market

Munich, Germany and Waterford, Ireland – 31 October 2024 – Swedencare, a trusted brand in the global pet health and wellness segment, and zooplus, the leading European online pet platform, announce an exclusive partnership to introduce the entire supplement range NaturVet by Swedencare to pet owners across Europe. This collaboration enhances the visibility of NaturVet’s premium products and strengthens Swedencare’s presence in the pet care industry. For zooplus, the partnership means an expansion of its assortment to fuel growth in one of the fastest growing categories in the European pet supplies sector.

“We are thrilled to collaborate with zooplus, bringing our premium line of soft chews – already beloved in the U.S. – to European pet owners. At Swedencare, we are committed to offering the highest-quality supplements for pet health, and this partnership reinforces our position as global leaders in the pet care market. We are confident that zooplus customers will appreciate the innovative formulations and proven benefits that our products deliver to support the health and well-being of their pets,” says Laszlo Varga, European CCO at Swedencare.

Birgit Mildner-Weber, Head of Vendor Management Health & Wellness at zooplus, emphasizes: “We are excited about the exclusive sales partnership with Swedencare for the NaturVet by Swedencare line. An increasing number of pet parents want their pets to stay healthy and live longer. This translates to a growing demand for high-quality health and wellness products, including dietary supplements and vitamins for pets. This partnership gives pet parents more choices, further enhancing their experience, while we deliver on our promise to be the number one choice for pet parents across Europe.”

Partnering with zooplus provides Swedencare with an unparalleled opportunity to reach a wider audience in the European market. While benefitting from zooplus’ strong brand presence and the millions of customers who trust the trailblazer in the pet supply

industry, Swedencare wants to ensure that products of its own brand NaturVet are easily accessible to pet owners.

With a robust history of delivering high-quality pet health products and a commitment to continuous innovation, Swedencare ensures that all products meet stringent quality standards. This collaboration not only enriches zooplus's product offerings but also strengthens Swedencare's position as a reliable source of premium pet health solutions.

Zooplus will offer the complete product line in all 30 markets by the end of November. The product range includes supplements from various therapy areas such as digestion & gut health, arthritis relief, multivitamins, calming supplements, urinary health, and specific senior products – all available in an innovative chew format.

About Swedencare:

Swedencare develops, produces and sells premium products in the global and fast-growing market for healthcare products for cats, dogs and horses. The company has an extensive product portfolio with strong brands such as NaturVet®, Innovet, Pet MD®, RX Vitamins®, nutravet®, and ProDen PlaqueOff®, the original for good oral health. Swedencare's headquarter is in Malmö, Sweden and the company's products are currently sold in approximately 65 countries to veterinarians, pet stores, and online through a distribution network, including subsidiaries in 9 countries and an international network of retailers.

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About zooplus:

zooplus SE is the leading online pet platform in Europe. Driven by the vision of Celebrating Pet Love Every Day, zooplus caters to all pet parents' needs with a broad product range, exclusive own food and accessories brands, advice on nutrition and pet lifestyle, loyalty programmes, and a convenient, flexible subscription service. On a mission to build the ultimate pet destination, the company delivers a unique pet parent experience through its innovative online platform, reliable delivery, and state-of-the-art customer service. zooplus SE is headquartered in Munich and offers local online shops in 30 European countries. For further information, please visit corporate.zooplus.com, our international shop site at zooplus.com, and our [LinkedIn](#) page.

Press Release



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