

New Year, New Low Prices: zooplus Massively Reduces Prices on Fan-Favorite Own Brands to Make Pet Care More Affordable Than Ever



Munich, 21 January 2025 – zooplus SE, one of Europe’s leading online platforms for pet supplies, reaffirms its commitment to delivering high-quality products at exceptional value, with a new price reduction initiative on proprietary brands, ensuring pet parents can care for their beloved companions without compromise.

A Commitment to Customer Centricity

As demand for high-quality pet food continues to rise, economic challenges across various European countries have placed increased pressure on consumers’ purchasing power. Following an initial wave of price reductions on over 400 items of customer-favorite Concept for Life, Smilla, Briantos and Rocco at the end of 2024, zooplus now reduces prices on up to 1,000 additional items from Briantos, Cosma, Purizon, Smilla and Wolf of Wilderness across zooplus shops. Customers can enjoy discounts of up to 40%, ensuring premium pet care remains accessible to all.

A Partner for a Pet’s Lifetime

“Putting the customer first and providing exceptional value for money has always been at the core of zooplus,” said Alejandro Bethlen, Chief Merchandising Officer at zooplus.

“With global supply chain challenges stabilizing, we saw an opportunity to pass on these savings to our customers, especially during a time when consumer prices in other areas of life are on the rise. These price reductions allow more pet parents to access premium-quality products, which makes caring for their pets a little easier.”

Looking Ahead: Simplifying Choices, Strengthening Value

zooplus continues to refine its proprietary brand portfolio to better align with customer preferences and market trends. By further developing its assortment in 2025, the company eases orientation and simplifies product choices for customers. zooplus is intensifying efforts to innovate and develop products that meet evolving customer needs. This includes focusing on trends such as nutritional supplements, superfoods, and tailored nutrition for pets with special dietary requirements. These initiatives reinforce zooplus’ position as a leading company that provides outstanding value and exceptional care for pets across Europe.

Appendix:

Example Products with Price Reductions

UK

Cosma Soup Mixed Trial Pack – 4 x 40g from GBP 2.29 to GBP 1.29

Purizon Single Meat Adult Dog (Grain-Free Chicken with Camomile Blossoms) – 1kg from GBP 7.49 to GBP 5.49

Cosma Nature Pacific Tuna – 6 x 70g from GBP 6.49 to GBP 4.99

Smilla Adult Sensitive (Grain-Free Salmon) – 4kg from GBP 14.49 to GBP 11.99

Wolf of Wilderness Adult Blue River Salmon (Grain-Free) – 12kg from GBP 52.99 to GBP 46.99

Germany

Briantos Adult Ente & Kartoffel (Getreidefrei) – 1 kg from EUR 4.99 to EUR 3.99

Smilla Adult Geflügel – 4 kg from EUR 14.99 to EUR 11.99

Smilla Adult Geflügel – 10 kg from EUR 27.99 to EUR 23.99

Cosma Bowl – 6 x 80 g from EUR 6.99 to EUR 5.99

Purizon Single Meat Adult Lachs mit Spinat und Kornblumenblüten – 12 kg from EUR 72.99 to EUR 64.99

Purizon Original Ente mit Fisch (Getreidefrei) – 2.5 kg from EUR 29.99 to EUR 26.99

Other Markets

Poland: Briantos Junior – PLN 19.96 to PLN 11.96

France: Croquettes pour chien Wolf of Wilderness Ruby Midnight bœuf, lapin – 1kg from EUR 9.49 to EUR 5.99

Switzerland: Purizon Adult Huhn mit Fisch (Urgetreide) – 400 g from CHF 8.5 to CHF 5.5

Czechia: Cosma Bowl – 6x80g from CZK 169 to CZK 129

zooplus Family Brands

Cat: Concept for Life, Cosma, Feringa, Purizon, Smilla, Wild Freedom, and for litter Tigerino

Dog: Briantos, Concept for Life, Lukullus, Purizon, Rocco and Wolf of Wilderness

About zooplus:

Since 1999, zooplus has been a pioneer in pet supplies e-commerce, serving millions of pet parents with an ever-growing range of nutritional and lifestyle products, proprietary premium food and accessory brands, alongside expert advice, convenient services, and loyalty programmes. Committed to the vision of 'Celebrating Pet Love Every Day' and driven by a passion for innovation, zooplus aims to set the industry standard for personalised, smart shopping. Based in Munich, zooplus operates local online shops across 30 European countries. For more information, visit corporate.zooplus.com, explore our shop at zooplus.com, or connect with us on [LinkedIn](#).

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