

Preparing zooplus for a strong future

Munich, 29 January 2025 – zooplus SE, one of Europe’s leading online platforms for pet supplies, has announced strategic organizational changes to strengthen its position in an increasingly competitive market and ensure sustainable growth in the years ahead.

Over the past years, zooplus has seen significant growth, expanding its offerings and enhancing its services to pet parents across Europe. However, rising costs and market headwinds have underscored the need to adapt the company’s operations to better align with the company today as well as its long-term objectives. Following a thorough review, the company has outlined measures to optimize its organizational structure and improve efficiency.

As part of these changes, the company will centralize parts of its operations across Europe with a focus on its main hubs, to enhance overall efficiency. zooplus will maintain presence in all markets, continuing to deliver high-quality service to its customers while investing in its key locations. This further strengthens the business to drive long-term growth. Additionally, zooplus will be adjusting its workforce across locations. These changes, impacting approx. 6% of employees, aim to optimize operations, resource allocation, and enhance overall agility of the company. The zooplus’ headquarters will remain in Munich, relocating to a newly designed office that offers employees a modern and collaborative working environment.

“We did not take these decisions lightly,” said Steffen Schüller, CFO of zooplus SE. “We deeply value the contributions of our team members and are committed to supporting those impacted by these changes through comprehensive transition measures. Although difficult, these changes are necessary to ensure efficient operations and the long-term success of our company.”

Press Release



zooplus remains committed to its mission of serving pet parents across Europe with quality products at exceptional value. “Our priority is to create a resilient, efficient organization that can continue to meet the evolving needs of our customers,” added Schüller. “With these steps, we are positioning ourselves for sustainable success, ensuring we remain a trusted partner for pet owners across Europe.”

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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