

zooplus relaunches its customer program with the zooplus CLUB – loyalty that loves back



Munich, 11 November 2025 – zooplus SE, one of Europe’s leading online platforms for pet supplies, is relaunching its loyalty program in all 26 shops and makes pet parenting even more rewarding. To celebrate the launch and thank loyal customers, zooplus is giving away millions of extra zooPoints this December.

The easy-to-understand, two-tier loyalty program makes rewards clearer, benefits more transparent, and every act of loyalty easier to recognize. The program is going to be rolled out across all zooplus shops, ensuring a consistent and rewarding experience for all customers.

“Pet parenting is a lifelong journey — and with the zooplus CLUB, members join a community in which loyalty truly pays off by unlocking exclusive benefits, tailored offers, and meaningful events.” says Jonas Schultheiss, Chief Marketing and Sales Officer. “The CLUB reflects our vision of loyalty that grows day by day — strengthening relationships, inspiring repeat purchases, and celebrating the bond between pets, their people, and our brand.”

Unlike traditional loyalty programs, the zooplus CLUB doesn’t require customers to reach a threshold to level up. Every registered zooplus customer becomes part of the CLUB automatically. All members receive Welcome zooPoints for their first order, earn zooPoints with every further purchase, enjoy birthday rewards for their pets, and can redeem their zooPoints for hundreds of exciting rewards. Like before, customers can also donate their zooPoints to charities. Thanks to this option, zooplus customers ^

donated 977,000 Euros in the last 12 months, to over 90 animal shelters across Europe. And for pet parents who want even more, there's zooplus CLUB Premium which customers can join and start enjoying the benefits right away. The paid tier grants a 3-5% extra discount on every order and comes with many more benefits like further exclusive discounts and prize draws.

Having not only refined the program itself but also reimagined how its benefits and rewards are communicated, zooplus has revamped the storytelling approach behind the CLUB. Centered around the concept of "Loyalty that loves back" and presented with a fresh, playful tone, the zooplus CLUB is designed to drive repeat purchases while deepening the emotional connection between the brand and its customers - through meaningful rewards, engaging touchpoints, and a strong sense of belonging.

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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