

zooplus wins PETA VEGAN AWARD 2026 for the "Mochi" cat bed

Munich, July 8, 2026 – The Mochi cat bed from zooplus, the leading online provider of pet supplies, has been awarded the **PETA VEGAN AWARD 2026** in the category "**Best Vegan Cat Bed**" by PETA Deutschland e.V. With the award, the animal welfare organization recognizes products and companies that show how animal welfare, sustainability and high quality standards can be successfully combined to create more ethical consumer culture.

The award-winning [Mochi cat bed](#) convinces with its high level of comfort, its modern design and the complete absence of animal materials. The vegan cuddly bed is available in pink and grey and offers cats and small dogs a particularly cosy retreat: deep-pile, fluffy plush, a softly padded lying surface and an extra high, cuddly edge create a feeling of warmth, safety and security. The round shape supports the natural need of many cats to curl up to sleep, thus promoting relaxed resting periods. It thus offers cat owners a contemporary alternative for a more animal-friendly home and at the same time picks up on the growing interest in sustainable products in the pet sector.

The PETA jury was also convinced by the product: "With the Mochi cat bed, zooplus is sending a strong signal against animal suffering and for a future in which compassion is the focus. The product does not contain any animal ingredients at all and impressively proves that quality and animal welfare can be easily combined. Anyone who chooses the Mochi cat bed makes a conscious choice in favour of our animal roommates and against animal exploitation. Congratulations on the PETA VEGAN AWARD 2026 – Companion Animal in the category "Best Vegan Cat Bed!", says Harald Ullmann, co-founder and second chairman of PETA Germany.

The **PETA VEGAN AWARD** is presented annually and honours companies, brands and products that are actively committed to an animal-friendly future. With the award, PETA Germany wants to inspire consumers as well as honour the innovative power of the vegan economy.

"We are very pleased with the award and it confirms our commitment to offering our customers innovative products that meet the needs of their pets and support customers in making conscious choices," says **Marcos Perez Cruz**, Vice President Own Brands at zooplus. "An increasing number of pet parents today are paying more attention to the materials and origin of products. With a diverse assortment, we want to cover different needs and preferences in the best possible way."

For zooplus, the award underlines the importance of a diverse range that takes into account the different needs of pets and their owners. As the leading online platform for pet supplies in Europe, the company is continuously expanding its offering with innovative products and different material and product concepts to offer pet parents additional choices. With products such as the Mochi cat bed, zooplus also offers alternatives that do not use animal materials. The award-winning product combines comfort and design with a conscious use of materials and shows how new approaches can be implemented in the pet sector.

With the PETA VEGAN AWARD 2026, PETA Germany recognizes products and companies that promote animal-friendly alternatives and offer consumers additional choices.

Since 1999, zooplus has been a pioneer in e-commerce for pet supplies, serving millions of pet owners with an ever-growing range of nutrition and lifestyle products, its own premium food and accessory brands, as well as expert advice, practical services and loyalty programs. Committed to the vision of "Celebrating Pet Love Every Day" and driven by a passion for innovation, zooplus has set itself the goal of setting the industry standard for smart, personalized shopping. zooplus operates local online shops in more than 30 European countries and is headquartered in Munich. For more information, visit corporate.zooplus.com, the zooplus.de shop page, or [LinkedIn](#).

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