

Trend Colours 2026: How the Hottest Colours of the Year Are Making Their Way into Pet Homes

Munich, 20th August 2026 – The 2026 colour trends are bold and expressive: In fashion, strong nuances such as fuchsia, lime green, emerald green, bubblegum pink, lemon yellow and blue dominate in all its facets. In the interior sector, warm natural tones such as beige and cream remain in demand, supplemented by targeted colour accents. zooplus shows how pet owners can stylishly integrate the colour trends into their homes – with practical and stylish products for dogs and cats.

Trend colours for dogs and cats

Cloud Dancer & Creme: Timeless elegance for relaxed four-legged friends

Bright, natural colours create peace and blend harmoniously into modern living concepts. Products in cream and off-white, which pick up on the Pantone trend colour "Cloud Dancer", are particularly popular. Natural colours also remain the first choice for style-conscious pet households and adapt perfectly to the Natural Living trend.

- The [Modern Living Cat Cave Codrington](#) offers cats a cosy retreat and blends harmoniously into modern interiors with its subtle colours.
- The [Natural Paradise Cat Tree Magnolia XL](#) made of sustainable materials in natural colours offers extra space for climbing, scratching and resting and is ideal for multi-cat households.
- The [Modern Living Lima cat tent](#) in a pretty boho design in the shape of a teepee brings a playful retreat for cats and small dogs into the living area and at the same time creates a sheltered place to sleep.
- The [orthopedic dog bed Flocke](#) combines comfort with an elegant cream-white color scheme. The memory foam filling supports joints and spine and is especially suitable for older dogs.
- The cosy [Modern Living Helena dog bed](#) in elegant cream white adapts perfectly to the shape of the dog thanks to the memory foam padding and is therefore also suitable for older dogs with joint problems.
- The [Nomad Tales Collar Calma](#) picks up on the trend towards natural colours with its subtle sand tone. The infinitely adjustable collar made of polyester and nylon sets a stylish accent with its matt gold metal elements and herringbone design.
- The [Nomad Tales Travel Dog Mat Stone](#) combines functionality with a timeless design in light grey and beige. The roll-up mat made of waterproof polyester is easy to transport thanks to the practical carrying handle and is ideal for travel and excursions.
- The [Nomad Tales Calma Pet Stroller, rose gold](#) brings a modern colour accent to everyday life with its noble rose gold. The comfortable buggy is suitable for dogs up to 15 kg, has large wheels and suspension, and folds flat for transport.

Blue in all shades: From light blue to navy

Blue is one of the most versatile trend colours in 2026 and is available in a wide variety of shades - from delicate sky blue to classic navy to strong Yves Klein blue. Shades of blue look modern, fresh and timeless at the same time in both the fashion and interior worlds.

- The hexagonal [TIAKI freewheel Playpen](#) sets a trendy accent with light blue elements. At the same time, it offers young dogs a protected area to play and discover.

- The [TIAKI Bluebell cuddly bed](#), shaped like a blooming flower in pretty pastel blue, invites you to laze around and relax with its cuddly soft plush.
- The [TIAKI food and water dispenser](#) in light blue is perfect for small to medium-sized dogs and cats and can provide the four-legged friends with dry food and water days when the Pet Parents are out of the house.
- The dark blue [dog bathrobe made of microfibre](#) adds a touch of spa-like comfort after walks or baths. The absorbent material helps to dry the coat quickly.

Emerald green, fuchsia, lemon yellow & lime green: Setting fresh colour accents

Shades of green symbolise naturalness and vitality and are one of the most important trend colours of the year. Pink tones or a bright yellow also provide a breath of fresh air in four-legged households.

- The Fluffy [TIAKI Classic Sofa](#) in emerald green and in a noble divan look with velvet cover offers a stylish retreat for dogs. The raised edge invites you to lean against it and provides additional security during rest phases.
- The [TIAKI Mojave scratching mat](#) adds a decorative accent with its dark green cactus design and at the same time offers cats an attractive scratching opportunity.
- The [TIAKI Cat Bed Strawberry](#) not only convinces with its cute design in pink and green, but also combines a firm lying surface with a felt pad, which also gives the house cat the opportunity to scratch.
- The [TIAKI Slow Feeder Yellow Hexagon](#) in fresh yellow and labyrinth shape combines eye-catching design with a playful challenge to empty the bowl and thus slows down the food intake.
- The [TIAKI Avocado with Catnip Ball](#) in the shape of half an avocado in green and yellow tones animates to play and romp through the filling with catnip.
- The [Nomad Tales Bloom Fitness Ring](#) sets a colorful accent with its strong yellow. The flexible and lightweight chewing and play ring is suitable for retrieving, tugging, pulling and chewing and is also buoyant.

Colours that bring joy

Whether it's bold fashion colours or natural interior tones, the trend colours for 2026 show that functionality and style also go perfectly together in the pet sector. With the right products, dog and cat owners can pick up on current design trends and at the same time ensure more comfort and well-being for their animal companions.

About zooplus:

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 27 European countries and is headquartered in Munich. For more information, visit corporate.zooplus.com, the zooplus.de shop page, or LinkedIn.

Press contact:

Swordfish PR
Renate Harrer
Phone: +49 175 8705298
Mail: zooplus@swordfish-pr.de