

zooplus launches marketplace in Germany, increasing choice and selection for German pet parents

New marketplace adds 10,000 new products, more than half focused on pet accessories

Munich, 5th August 2026 – zooplus, Europe's leading online platform for pet supplies, today announces the launch of a new marketplace in Germany, its largest market. With this launch, the company adds 10,000 new products, with 65% in pet accessories, an important category among German customers. This marketplace launch is the company's response to customers' growing demand for a wider range of products, and marks the beginning of a broader marketplace expansion for the company over the coming years.

"Our customers are asking us for more choice, relevance and an easy shopping experience, and the launch of our new marketplace in Germany allows us to respond to the feedback and more quickly expand the depth and breadth of our product line," says Pierre-Yves Delforge, Chief Merchandising Officer at zooplus. "With two marketplaces in Germany and France now launched, we're ready to accelerate our marketplace expansion. Marketplaces represent an efficient way for us to quickly respond to the evolving needs of our customers and localize our assortment across different countries."

For customers, the shopping experience remains unchanged: The additional products are seamlessly integrated into the zooplus online shop and expand the existing range without having to switch between different platforms. In addition, zooplus is applying new AI technology to ensure customers have the accurate and complete product listing information they need to make informed buying decisions. These behind-the-scenes AI tools enhance product descriptions by backfilling gaps in product information – like size and color – and improving text.

For selling partners, zooplus' marketplace model offers access to new customers and hands-on business support, with dedicated account managers to help with onboarding and ongoing operations.

"Our marketplace model offers small and medium pet enterprises and startups access to one of the largest audiences of pet parents in Europe," continues Delforge. "We're proud to champion these pet entrepreneurs and support the growth of their businesses."

In addition to the Germany marketplace launch, zooplus also has a marketplace in France, which has tripled selection for French customers. Over the coming years, zooplus will expand its marketplace offering to more markets, strengthening its platform strategy and continuously developing its product range in line with the needs of its customers.

[The zooplus Marketplace page](#) provides an overview of the Marketplace and the benefits it offers to customers and retail partners.

For more information, see www.zooplus.de

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, <https://www.zooplus.de/> or [LinkedIn](#).

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