

zooplus launches Best Discount Guarantee, eliminating the tradeoff between convenience and savings for pet parents

zooplus customers to now enjoy automatic application of highest eligible discounts on recurring orders

Munich, September 24, 2026 – zooplus, Europe's leading online platform for pet supplies, today announces the launch of Best Discount Guarantee, a new offering that automatically applies the highest eligible discount to the products in a customer's subscription order.

The new functionality removes a common frustration faced by online shoppers: choosing between the convenience of recurring deliveries and access to the best available promotions. Best Discount Guarantee ensures that customers will receive either the standard subscription discount (at least 5%) or another promotional product discount, whichever is greater at the time their order is processed.

"Pet parents shouldn't have to choose between convenience and value," said Richard Zubrik, zooplus Chief Product & Technology Officer. "Until now, customers have often had to keep an eye on promotions across the site or make changes to their subscriptions to ensure they were getting the best deal. With Best Discount Guarantee, we've significantly reduced that friction. Customers can now enjoy the convenience of recurring deliveries while knowing they'll receive the highest eligible discount on the products they subscribe to. It's a simpler, more transparent experience that rewards loyalty without requiring extra effort."

The launch reflects zooplus' continued investment in making recurring pet care purchases more convenient, rewarding and transparent for pet parents. Customers subscribed to recurring deliveries will continue to enjoy full flexibility, including the ability to pause, cancel or adjust the timing of their subscriptions at any time. Starting today, subscribers will also see in their account which discount was applied to each item in their subscription order, as well as how much they have saved.

In addition to improving the customer experience, Best Discount Guarantee also creates advantages for zooplus' brand partners by encouraging subscription adoption and increasing demand predictability.

"Best Discount Guarantee is a win-win for both customers and our suppliers," added Zubrik. "Customers gain greater confidence that they're getting great value on their subscription orders, while suppliers benefit from more predictable demand and deeper customer loyalty. It's another example of how we're working closely with our partners to create long-term value across the zooplus ecosystem."

The Best Discount Guarantee applies to discounts eligible for subscription products and available at the time the subscription order is processed. Terms and conditions apply.

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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