zooplus builds marketplace momentum with continued European expansion

Company launches its third marketplace in Spain, while tripling marketplace selection in Germany and further expanding into high-demand categories

Munich, 20 October 2026 – zooplus, Europe's leading online platform for pet supplies, today announced continued momentum behind its European marketplace strategy, further increasing selection in existing markets and expanding further into the region. The company has launched its third marketplace in Spain, following France and Germany, marking the latest step in its efforts to expand product choice and strengthen its assortment for pet parents.

New marketplace momentum

Since launching its marketplace in Germany in July, zooplus has tripled the number of marketplace products available to German customers, bringing the total to more than 30,000 products. The company has also more than doubled the number of sellers on the platform, now working with more than 100 partners.

Seller growth has also opened up new in-demand categories for zooplus customers in both Germany and France, such as fresh and frozen food. Today, the top selling category on both marketplaces is frozen food, and fresh and frozen food now accounts for more than 10% of total sales on the Germany marketplace.

Since launching its first marketplace, zooplus marketplace categories have grown by 270%, and sellers now offer products across hundreds of categories.

"The marketplace progress we're seeing reinforces our belief that marketplaces are an important way to continue expanding choice for pet parents across Europe, said Pierre-Yves Delforge, Chief Merchandising Officer at zooplus. “Our approach is deliberate and customer-focused. Every market is different, and success depends on understanding local demand, building the right assortment, and maintaining a high-quality customer experience. As we look ahead, we'll continue to invest in our existing marketplaces while thoughtfully expanding into additional markets where we believe we can create the most value for pet parents.”

More selection and local brands for Spanish pet parents

The latest Spain marketplace launch adds 10,000 new products to zooplus.es, giving Spanish customers access to an expanded product assortment, including local food brands like *Dibaq* and *Lenda.*

Supporting innovative brands and companies

zooplus' marketplace model also provides brands and sellers with access to one of Europe's largest communities of pet parents, helping innovative companies expand their reach across key European markets.

"The launch on the zooplus marketplace was an important step for us to further expand our brand awareness and reach a new, relevant target group of dog owners," said Felix Thommen, Co-CEO of Rudelkönig GmbH. “We particularly appreciate the uncomplicated cooperation and the personal, dedicated support of the zooplus team. From the very beginning, we had the feeling that we were working together on a successful and long-term partnership."

"Getting started on the zooplus marketplace was an all-round positive experience for us from day one," said Tobias Westphal, CEO of Hund ist König GmbH. “The onboarding went exceptionally smoothly and was the most uncomplicated start for us among all the marketplaces we have connected to. It is particularly pleasing that we were able to record our first sales immediately after the launch, which have continued to develop since then, so that zooplus has now become an integral and indispensable part of our sales mix."

Following its Spain marketplace launch, zooplus expects to continue expanding marketplaces into additional countries in 2027 while further growing its existing marketplace operations in France, Germany and Spain.

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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