



SUPERZOO Guide

Discover Trending Categories & Leading Brands at SUPERZOO



SUPERZOO 2026

Hours & Locations



Mandalay Bay Convention Center, 3950 S Las Vegas Blvd. Las Vegas, NV 89119, Halls A-F

[Floor Map](#)

Education – North Convention Center

8/11 – 8am – 4:30pm

8/12 – 8am – 4:30pm

8/13 – 9am – 3pm

Trade Show Hours:

8/12 – 9am – 5pm

8/13 – 9am – 5pm

8/14 – 9am – 3pm



Ingredients for Success

Top Brand Performers by Positioning Group

Natural

-5.3%



DR. MARTY™



Specialty

-4.5%



Conventional

+2.2%



By Abs \$ Change

Attribute

Dollars Change, YAGO

Dollars % Change, YAGO

Dog Food – Freeze Dried

+\$7.3M

+7%

Dog Food – Kibble Plus

+\$6.9M

+22%

Dog Food – Dehydrated

+\$865K

+2.6%

Colostrum

+\$377K

+13%

Mushroom Shiitake

+\$362K

+114%

Dog Treat – General Crunchy

+\$355K

+848%

Added Soy Protein

+\$336K

+665%

Attribute Attraction

Added-value nutrition continues to shape the pet food aisle, with functional benefits and purpose-driven positioning driving shopper interest and growth.

Cat Food – Wet

\$ % Change	Category Performance	U % Change
+4.8%		+1.7%



Weruva

+10% vs YAGO

Booth #: 3512



Nulo

+12% vs YAGO

Booth #: 5152



Open Farm

+3.6% vs YAGO

Booth #: 3119

Cat Food – Dry

\$ % Change	Category Performance	U % Change
+1.6%		-1.6%



Fromm

+6% vs YAGO

Booth #: 3145



First Mate

+7% vs YAGO

Booth #: 3538



Nutri Source

+4.4% vs YAGO

Booth #: 4318

Dog Treats – General

\$ % Change

-1.8%

Category
Performance

U % Change

-7.3%



Woof

+205% vs YAGO

Booth #: 3952



Northwest Naturals

+1.1% vs YAGO

Booth #: 2925



Bocce's Bakery

+16% vs YAGO

Booth #: 4525

Pet Bedding & Litter

\$ % Change

+4.2%

Category
Performance

U % Change

+0.4%



Worlds Best

+9% vs YAGO

Booth #: 10552



Dr Elsey's

+11% vs YAGO

Booth #: 9437



Naturally Fresh

+8% vs YAGO

Booth #: 2935



Dog Food - Dry

\$ % Change	Category Performance	U % Change
-5.0%		-5.6%



Dr Marty

+87% vs YAGO

Booth #: 4525



Ziwi Peak

+6% vs YAGO

Booth #: 2925



Open Farm

+7% vs YAGO

Booth #: 3119





Thank you!

Any questions, please contact Kyle Mener at kmener@spins.com