

Press release

"Love Your Pet": Beurer introduces a product range for pets

Ulm, 5 September 2025 – Beurer is expanding its portfolio to include the new area of "Love Your Pet by beurer". With this new range, the company is now bringing its customary high quality to the pet world as well. To begin with, the new category will include six products covering fur care, weight, massage and heat – specially developed for pets.

For over 100 years, Beurer has been supporting people on their journey towards a healthy lifestyle. Today, pets are part and parcel of everyday life for many people – they consider them to be real members of the family. That's why Beurer is taking the next logical step and is now applying its expertise to the field of pet care – with a focus on quality, safety, and products that are suitable for everyday use.

The products come with a two-year guarantee, are easy to clean and



designed to last. The heating elements of the heat products are waterproof (IPX7), while the covers are machine-washable and have cable bite protection. The range is aimed at quality-conscious pet owners who value safety, comfort and functionality.

Great opportunities for retailers

Thanks to the combination of high brand awareness, proven product quality and growing demand in the pet segment, the new product range represents a great sales opportunity for specialist retailers. The modern, eye-catching product design with the new "Love Your Pet" visual makes them highly recognisable in the retail area and fosters trust with the target group.

With the claim "Made By Us, Loved By Pets", Beurer is underlining the emotional bond between humans and animals while also positioning itself as a provider of high-quality products for pets.

All new Beurer products will be on display at the IFA from 5 to 9 September 2025 in Hall 4.1, stand 112.

*The following images may only be used freely by the press to report on our company and our products, provided that the following copyright notice is clearly visible when they are used:
Beurer GmbH*

Beurer GmbH

Söflinger Strasse 218
D-89077 Ulm
Tel. +49 (0)731 3989-0
Fax +49 (0)731 3989-295
www.beurer.com

Beurer press contact

Simon Schwörer
Email: presse@beurer.de

Social media



About Beurer

Beurer was founded in Ulm in 1919 and now leads the way in several product categories. The family business is synonymous with a modern and healthy lifestyle, which is reflected in the claim "healthy. life. style." for the Beurer brand. Originally a manufacturer of heat pads and heated underblankets, Beurer has grown into an expert, full-range supplier offering more than 500 products. Today, the traditional company offers various products for use at home across its product categories of Health, Wellbeing, Beauty, Personal Care, Home, Fitness, Baby and Pet Care. These include medical devices such as blood pressure and blood glucose monitors, clinical thermometers, pulse oximeters, nebulisers, insect bite healers and products for pain therapy. The product range also covers the areas of flexible heating, weight, air, massage and recovery. What's more, Beurer offers various beauty products in the categories of facial care, body care, hair care, hair removal, manicure & pedicure, as well as a men's grooming range and electric toothbrushes in the Personal Care category. Beurer offers a range of fitness products in its "Antelope by beurer" product group. The Baby category contains products adapted to the needs of children, babies and their parents. With "Love Your Pet by beurer", Beurer offers a wide range of products for pets. The "Connect" product group includes a wide range of apps that can be combined with Beurer products and make people's everyday routine easier. Around 1800 employees worldwide and a distribution network spanning more than 100 countries contribute to the company's ever-growing success. You can find more information at www.beurer.com.