



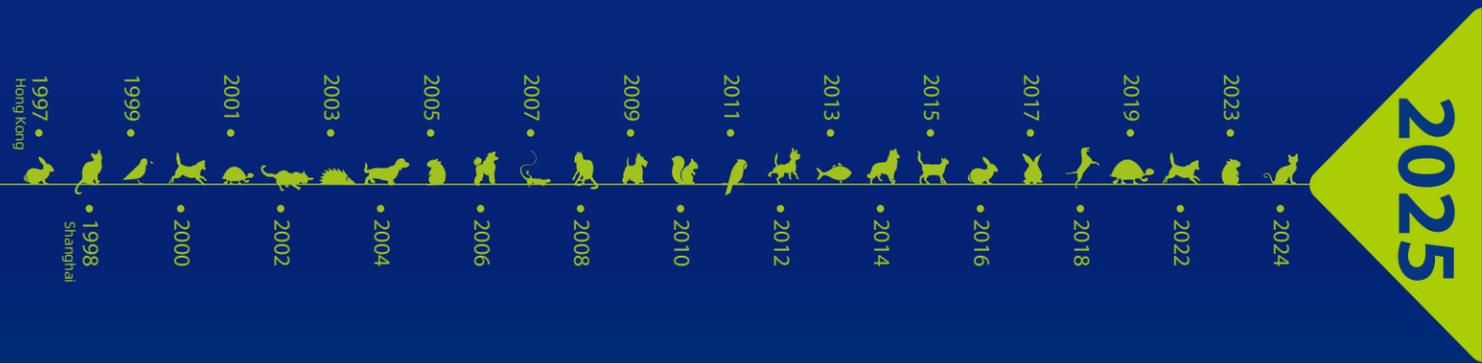
27th PET FAIR ASIA

AUGUST 20-24, 2025

Shanghai New International Expo Center

The Leading International Pet Industry Platform in Asia

• Innovations • Future Trends • Growing Markets



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Website

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The Leading International Pet Industry Platform in Asia

300,000
sqm

2,500+
Exhibitors

17 + 7
Indoor Halls | Outdoor Halls

120,000+
Trade Visitors

390,000+
Consumers

90+
Visiting Countries

VENUE

Shanghai New International Expo Center
No. 2345 Longyang Road, Pudong New District,
Shanghai

OPENING HOURS

TRADE DATES:

20 August 09:00-17:30 (Wednesday)

21 August 09:00-17:30 (Thursday)

22 August 09:00-17:30 (Friday)

CONSUMER DATES:

22 August 12:00-17:30 (Friday)

23 August 09:00-17:30 (Saturday)

24 August 09:00-14:30 (Sunday)

Innovations

Future Trends

Growing Markets

PET FAIR ASIA 2025

A large crowd of people is seen at a pet fair exhibition. The crowd is diverse in age and appearance, with many people wearing face masks. The background shows various exhibition booths and displays, including a large red and white structure. The overall atmosphere is busy and crowded.



WHY EXHIBIT?

Grow your business with a trusted global platform

- The world's largest exhibitions for pet supplies
- Over 27 years of expertise in the pet industry
- A unique B2B & B2C integrated trade and branding platform
- Unmatched database quality and business network density in Asia

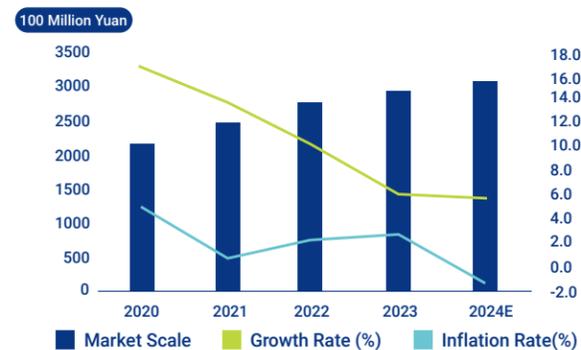
Tap into a large and still expanding market

- China – a pet market worth more than 42 billion USD
- The pet products consumption is increasing at 5.5% annually
- China and broader APAC's pet industries are thriving on a global scale
- Shanghai is the perfect gateway to access the Chinese market

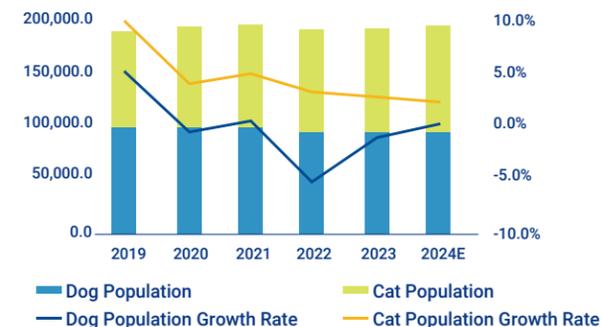
Connect with high quality buyers across entire Asia-Pacific

- 10% of the show's buyers come from 90 different overseas countries
- Main visiting international regions: East Asia 40% and Southeast Asia 30%+
- Strong business continuity - 91% of visitors return every year
- 46 % of visitors are decision-makers or involved in purchasing decisions
- Immersive networking through Buyer Club program and targeted business matching

Changes in the Pet Consumption Market Size (2020-2024)



Changes in the Population of Dogs and Cats in China (2019-2024)



China pet industry continues its steady growth. According to the "Blue Book of the Pet Industry", an annual report published by apa (Asia Pet Alliance), China's pet market reached 300 billion RMB (approx. 42 billion USD) by the end of 2024. The pet product consumption grew by an estimated rate of 5.5% for the same period, surpassing the global average of 4.7%.

A young market that has yet to reach its peak. The expansion of the pet industry in China is primarily driven by lower-tier cities, where ongoing urbanization is fostering increased pet ownership. Young pet owners, aged 18 to 30 years old, own more than 60% of the total pet population in China. With only 23% of China's total population currently owning a pet, there remains significant market penetration potential for both domestic and international businesses.

ABOUT CHINA PET MARKET



A 360-DEGREE COVERAGE OF THE PET BUSINESS

PRODUCT CATEGORIES

 PET FOOD N1/N2/W4 W5/E6/E7	 PET MEDICAL CARE N3/N4	 PET FASHION WEEK E2/E3
 PET PRODUCTS W1/W2/W3 E1/E2/E3	 SUPPLY CHAIN W6/W7/W8/W9 W10/W11/N7	
 IMPORTED PET PRODUCTS N4/N5	 SMALL ANIMALS / REPTILE / AQUARIUM E5	 PET BETTER LIFE E1/E2/E3
 CAT PRODUCTS E4	 PET WELLNESS N3/N4	

Leading Participating Brands



*The ranking is in no particular order

CO-LOCATED SHOWS

Pet Fair Asia SUPPLY

Launched in 2024, Pet Fair Asia SUPPLY made a strong debut with 600+ exhibitors across seven dedicated outside halls, showcasing the entire supply chain and the production line. This included everything from ingredients, processing and machinery to packaging and equipment, materials and design, testing equipment, label solutions, as well as OEM/OBM/ODM manufacturing. In 2025, Pet Fair Asia SUPPLY will continue to be a major highlight, maintaining its impressive scale and comprehensive industry coverage.



Pet Fair Asia VETERINARY

Covering an estimated exhibition area of 30,000 sqm, in 2025, Pet Fair Asia Veterinary is expected to gather more than 700 brands of pet medical and health care products from all over the world. The show will serve as a showcase of the latest trends and innovative developments of the pet veterinary industry.



What exhibitors say about Pet Fair Asia

"I have been participating in Pet Fair Asia for fifteen years and every year I am amazed by the quality of the show. This year (2024) was another further upgrade of the portfolio and the traffic was amazing. This is a great opportunity for us to get a close connection with our customers and the consumers. It is also a good platform for the visitors to get to know the brands and try their products. We will definitely participate again in the next edition."

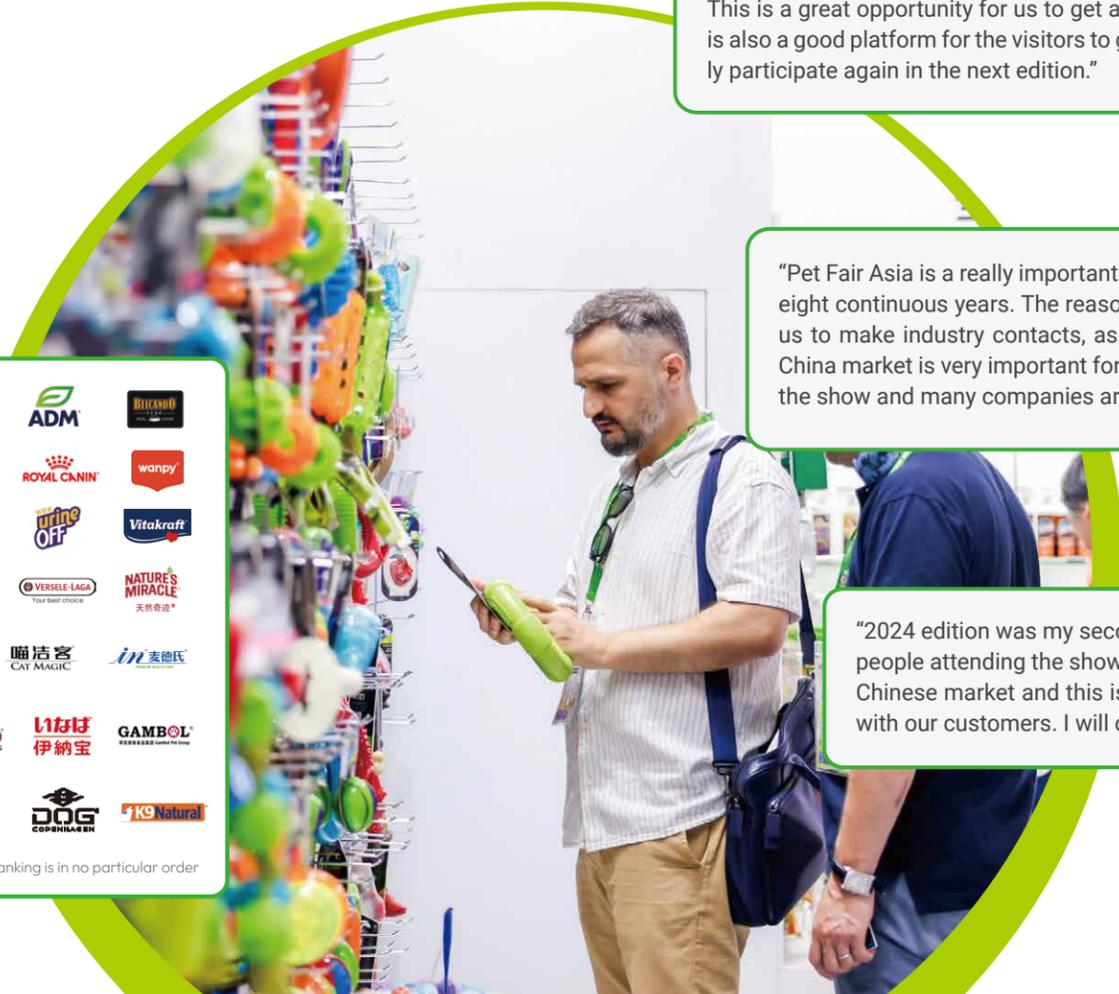
Tara Gu
BU Head, Blue Buffalo

"Pet Fair Asia is a really important event for our organization and we have been participating for eight continuous years. The reason we come here is because it is, obviously, the best place for us to make industry contacts, as well as to get insights on what's happening in the industry. China market is very important for New Zealand pet companies. We are very delighted to attend the show and many companies are looking forward to being here again in the next edition."

Steve Jones
New Zealand Trade & Enterprise

"2024 edition was my second time to attend Pet Fair Asia. We felt that there were many people attending the show, which made us very happy. We are very optimistic about the Chinese market and this is a good opportunity to share our innovations and new ideas with our customers. I will continue to attend the exhibition in the next edition."

Jeff Juran
General Manager, Fish4Pets



Who will you meet?

Visitor Profile

Pet Shop (Offline, Brick & Mortar)	36.25%
Online Pet Shops	21.84%
Regional Distributors	16.65%
Master Distributor/Nationwide Wholesaler	13.86%
Import/Export Trader	11.74%
Pet Hospital	9.75%
Grooming	8.86%
Multi-Unit Pet Specialty Retailer	8.26%
Pet KOLs	7.29%
OEM/ODM	7.05%
Raw Material and Equipment Suppliers	6.90%
Breeding	6.59%
Media/Association/Government	5.37%
Veterinary	2.57%



Top 10 international visiting countries and regions

- | | |
|---------------|---------------------|
| 1 Taiwan | 6 Japan |
| 2 South Korea | 7 Singapore |
| 3 Thailand | 8 The United States |
| 4 Malaysia | 9 Philippines |
| 5 Hong Kong | 10 Indonesia |

What visitors say about Pet Fair Asia

"This was my first visit to Pet Fair Asia and it was a successful one. We closed deals with a couple of suppliers that match with what we were looking for. During the networking events, I had the chance to also meet other buyers who shared insights about their suppliers and helped me build trust and knowledge about the products on offer and the Chinese suppliers."

Udit Narang
General Manager,
Aleef Pet Care (UAE)

"Our experience at Pet Fair Asia 2024 was truly spectacular—an outstanding event where, with the support of the Buyers Club, we were able to make the most of our participation. The continuous support throughout the event and the incredible people we met have already got us excited about returning. See you at the next edition!"

Francisco Ascenso
CEO, Pura Ração Lda
(Portugal)

"The buyer group organized by Pet Fair Asia is of great significance. The planned activities allowed stores, dealers and brands to have an in-depth face-to-face communication, consolidating the foundation for mutual cooperation. I would like to thank the organizers for the detailed arrangement and I hope that Pet Fair Asia will continue to hold similar exciting events again in the future."

Zheng Yuan
Owner, Nanjing Chongzhiyuan Biotechnology Co., Ltd. Nanjing, China



Domestic Visitors by Origin





The 14th International Pet Industry Summit (IPIS) – Asian CEO Summit

Since its inception in 2011, the International Pet Industry Summit (IPIS) has grown into an influential event in China's pet market and a key trend indicator for the Asian pet industry in general. Each year, top pet industry leaders from China and around the world gather at IPIS to discuss market transformations, emerging trends and business opportunities, fostering high-level networking and supporting the industry's rapid growth. In 2024, IPIS welcomed over **500 attendees who heard from 25 key players** in the industry, both domestic and international. As the pet market continues to evolve, IPIS remains a must-attend event for those shaping the future of the industry.

Over **40** onsite forums and events will take place during the 5 days of Pet Fair Asia 2025 with the purpose to integrate pet industry resources, share the latest industry data and researches, deeply discuss and interpret the trends, as well as provide participants with valuable insights and cooperation opportunities. The topics discussed covered multiple sectors such as **medical care, supply chain, food, e-commerce** and **retail**.

Event Programme

Other events taking place at Pet Fair Asia 2025

- Veterinary**
 - Asia Pet Hospital Management Conference
 - SPTA Veterinary Technology Training Program Course
 - Veterinary Clinic Skills Competition Among National Colleges and Universities
- Supply Chain**
 - PFA Supply FronTalk
 - PFA Supply - Business Matching Activities
- Channel**
 - Asia Pet Industry Traffic Conference
 - Go Global Forum of Pet Industry
 - Pet Shop Asia Annual Forum



Asia Pet Food Summit

Asia Pet Food Summit brings together an audience of over **300 pet food professionals**, keen to listen to the latest news shared from pet food experts coming from China and the world. Topics cover aspects such as the recent global trends, the evolution of the pet food consumption behavior, new generations of pet food processing technologies, innovations on the ingredients and raw materials and many more.



Pet Fair Asia Network

Your Gateway to Asia's Pet Industry

Pet Fair Asia is the flagship event in the Pet Fair Network – a portfolio of shows located in different key markets, serving the growing community of the pet industry in China and the broader Asia region.

PET FAIR EXHIBITIONS

SHANGHAI | CHINA

PET FAIR ASIA 2025

August 20 - 24, 2025

Shanghai New International Expo Center

PET FAIR ASIA SUPPLY

August 20 - 22, 2025

Shanghai New International Expo Center

PET FAIR ASIA VETERINARY

August 20 - 24, 2025

Shanghai New International Expo Center

BANGKOK | THAILAND

PET FAIR SOUTH EAST ASIA 2025

October 29 - 31, 2025

Bangkok International Trade & Exhibitions Center (BITEC)

SHENZHEN | CHINA

PET FAIR SOUTH CHINA 2025

December 5 - 7, 2025

Shenzhen World Exhibition & Convention Center

BEIJING | CHINA

PET FAIR BEIJING 2026

March 19-22, 2026

China International Exhibition Center (Shunyi Hall)



A Global Network of Industry Professionals

The **Pet Fair Asia Buyer Club** brings together a diverse network of buyers from across the pet industry, both in China and worldwide. In 2025, the program is set to host 100+ international buyers and 30+ purchasing groups from China who will participate in exclusive, tailor-made business matching activities. These include **guided visits** to selected exhibitors' booths, **one-on-one business meetings**, **networking events** and more. Additionally, the international buyers will be provided with the opportunity to attend a half-day tour at a **local pet shop** and **pet hospital**, offering valuable insights into local business practices and consumer behavior in China's dynamic pet market.



Book your booth

RAW SPACE (minimum 12 m²)

- A Zone **RMB 1,880 /m²**
 - B Zone **RMB 1,680 /m²**
 - C Zone **RMB 1,480 /m²**
 - Supply Zone* **RMB 980 /m²**
- *20-22 August, 3 days only

Stand Construction Options

- Standard Shell Scheme **RMB 150 /m²**
- Updated Shell Scheme **RMB 260 /m²**
- Standard Booth with Lightbox **RMB 380 /m²**

OTHER OPTIONS

- Corner fee: **RMB 2,500 /corner**
(additional to raw space fee)
- Advertising Opportunities
(available for C Zone exhibitors only) starting from **RMB 10,000**



N1/N2/W4/W5/E6/E7

- Pet Food
- Pet Treats
- Prescription Diet

N4 / N5

- International Pet Food
- International Pet Products
- International Veterinary Medical & Pet Healthcare
- International Country Pavilions

E1

- Smart Home
- Pet Friendly Lifestyle

E2 / E3

- Carriers & Travel
- Clothing / Accessories
- Beds & Furniture

E4

- Cat Litter/ Cleaning & Deodorizers
- Beds & Furniture/ Cat Climbing Frame/ Cat Cabinet
- Cat Scratchers/ Cat Toys
- Comprehensive Pet Products
- Cat Food

E5

- Small Animals, Reptile, and Aquarium

W1 / W2

- Grooming / Cleaning & Deodorizers
- Comprehensive Pet Products

W3

- Toys
- Comprehensive Pet Products

N3 / N4

- Pet Healthcare
- Veterinary Medical
- Veterinary Medical Device
- In-vitro diagnostics
- Test Paper / Reagent
- Veterinary Hospital
- Others

W9 / W10 / W11 / N7

- Processing Machinery & Equipment
- Packaging machinery & Equipment
- Test Equipment
- Others

W6

- OEM/OBM/ODM
- Ingredients & Recipe & Additive
- Smart Factory
- Intelligent Warehousing / Logistics

W7 / W8

- Packaging materials & design
- Label & Printing
- One product One code marketing traceability
- Testing & Certification
- Others

N8

- Supply Chain Integration