

SPECIAL PAVILION

K-PET FAIR

PET TECH & HEALTH CARE SHOW

PET TRAVEL SHOW

GLOBAL PAVILION

MEGA ZOO

November 17th Fri – 19th Sun,
KINTEX 1-5 Hall
GOYANG, Republic of Korea



For more information,
Please scan the
QRcode on your phone

HOST  K-PET FAIR
사단법인 한국펫쇼협회

ORGANIZER  MESSE ESANG

SPONSOR  Ministry of Agriculture,
Food and Rural Affairs

PARTNER 

 petfair
in ASIA

 IMEX
MANAGEMENT

MEGAZOO 2023

K-PET FAIR | PET TECH & HEALTHCARE SHOW | PET TRAVEL SHOW

MEGAZOO (K-Pet Fair) is the largest annual pet industry fair held in Korea since 2013. Our event serves as an exceptionally effective marketing platform for exhibitors and provides visitors with an exciting experience.

With years of experience, a wealth of accumulated data, and professional exhibition management skills, we are dedicated to creating the ultimate business platform.

We are committed to offering valuable networking opportunities, showcasing innovative products, and nurturing business growth.

OVERVIEW

NAME MEGAZOO 2023

DATE November 17th -19th

VENUE KINTEX 1-5 Hall (53,541m²)

SCALE 700 Exhibitors / 1,500 Booths / 60,000 Visitors

HOST KOREA PET FOOD ASSOCIATION

ORGANIZER MESSE ESANG Co., Ltd

SPONSOR Ministry of Agriculture, Food and Rural Affairs

PARTNER



SPECIAL PAVILION

■ K-PET FAIR

■ PET TECH & HEALTH CARE SHOW

■ PET TRAVEL SHOW

■ GLOBAL PAVILION

CATEGORY



FOOD&
TREATS



WASTE&
CLEAN UP



OUTDOOR&
TOYS



HEALTH
CARE



GROOMING



APPAREL&
ACCESSORIES



LIFE
STYLE

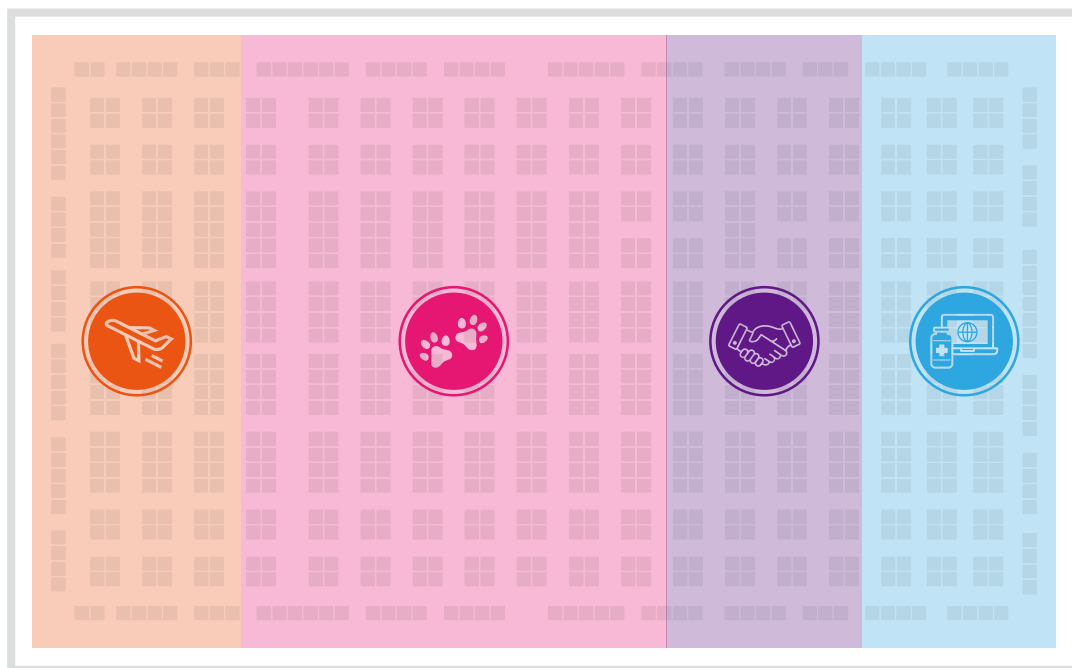


HOME
APPLIANCES



SERVICES

SPECIAL PAVILION



K-PET FAIR

Your One-Stop Destination for Pet Food and Supplies, featuring a wide range of products including pet foods, grooming essentials, apparel, living products, and waste & cleanup solutions.



PET TRAVEL SHOW

Explore, Enhance, and Enjoy your Travel Experience with Products and Services for People and Pets.



PET TECH & HEALTH CARE SHOW

Explore Innovative Pet Tech Ideas, Remote Care Solutions, Nutritional Supplements, and Home Appliances with Pet Care Functions to Enhance Your Pet's Life.



GLOBAL PAVILION

Connect with Global Pet Professionals at the Global Pavilion, Importer/Exporter Meeting Lounge, and Pet Product Showcase.

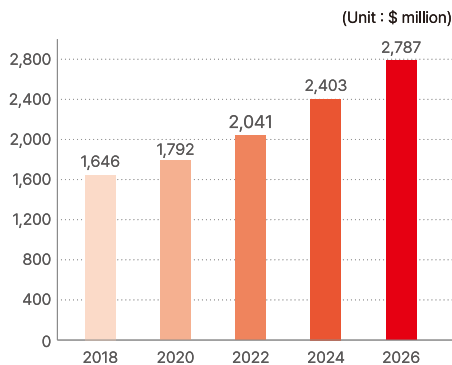
Would you like to visit MEGAZOO? REGISTER NOW ! ►►



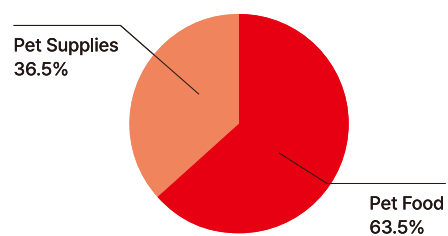
KOREAN PET MARKET

Korea's Pet Care Market: Booming Trends & Growth

With the rapid increase in the number of pet-owning households in Korea, the pet care market has experienced significant growth, with an average annual increase of 8.4% over the past five years. The market size has also expanded, growing from \$14.8 billion in 2017 to \$17.9 billion in 2020, and is projected to reach \$27.9 billion by 2026. In 2020, a closer examination of the pet care market reveals that pet food accounted for \$11.3 billion, representing 63.5% of the market, while pet supplies accounted for \$6.6 billion, making up 36.5% of the market.



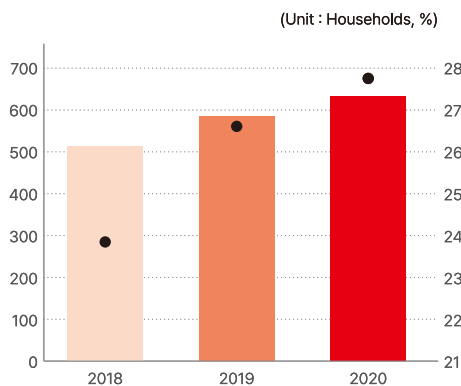
Current status and prospects Korean pet care market



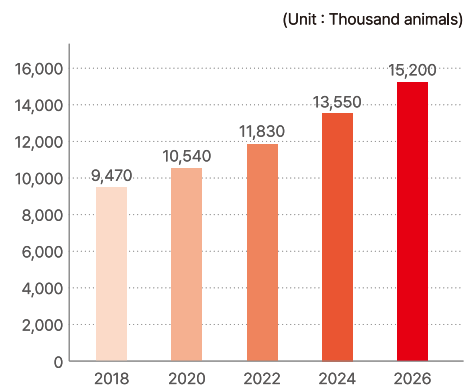
Breakdown of market share by specific components

Rapid Growth in Pet Ownership: Statistics and Projections

In 2020, 6.38 million households, accounting for 27.7% of the total 23.4 million households, owned pets. This represents an increase of 8.0% compared to the previous year. Additionally, the pet population has been steadily rising, exceeding 10 million in 2019, and is projected to reach 15.2 million by 2026.



Increasing number of pet-rearing households

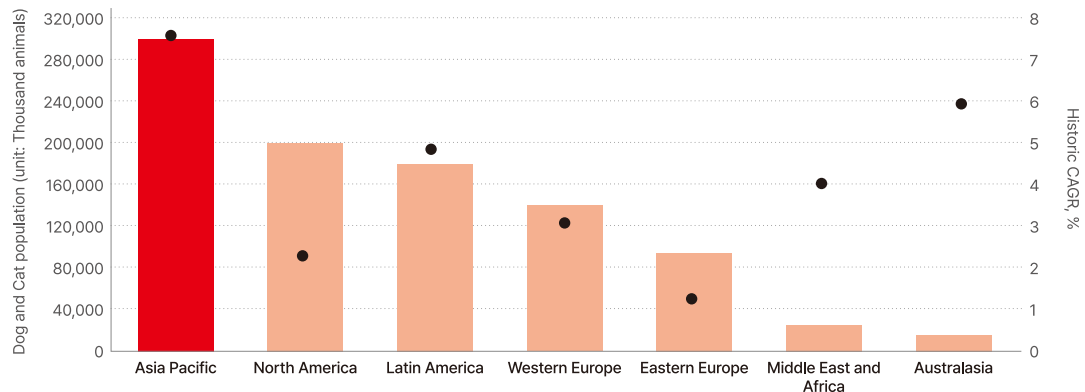


The trend of pet population

ASIAN PET MARKET

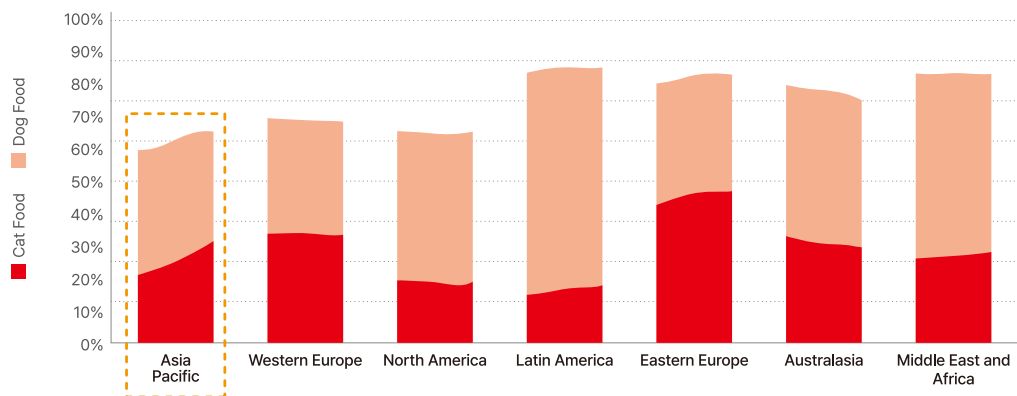
Rising Trends and Opportunities in Asia's Pet Industry

The Asian pet industry has experienced significant growth and diversification, driven by changing consumer attitudes (Pet humanization), increased disposable income, and a desire for pet companionship and well-being. The industry is expected to continue expanding as more people in the region embrace pet ownership and seek high-quality products and services for their furry companions.



Global Dog and Cat Population by Region (2021 and CAGR 2016 - 2021)

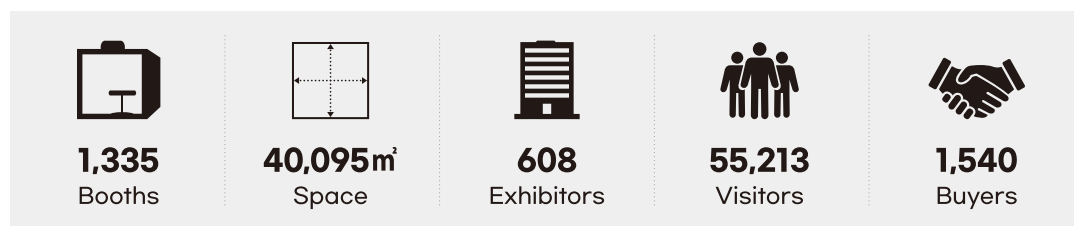
Asia's 'pet humanization' rises due to economic growth and declining birth rates. Increased pet adoption among single households and childless couples. People now see themselves as 'pet parents,' investing in high-quality pet products and services. Growing middle class drives demand for premium pet products, with cats surpassing dogs in popularity. Cat food market expands significantly, gaining a larger share of the pet care industry.



Global Pet Care Product Breakdown by Region (2012 - 2021)

The last show Review

2022 MEGAZOO ILSAN Part2.



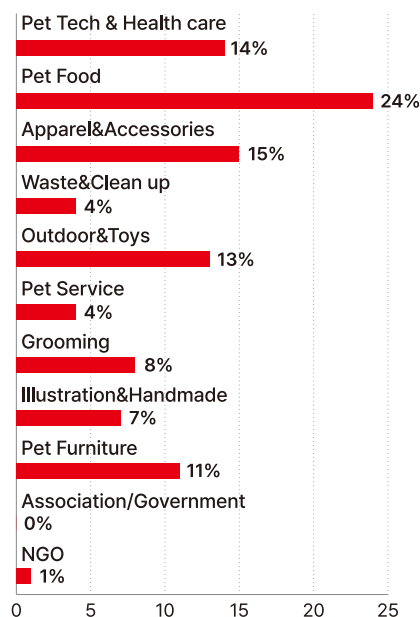
MEGAZOO is the most influential and the only B2B2C pet industry fair in Korea, making it the largest commercial platform in the sector. During the last fair, held from November 19th to 21st, 2022, 543 domestic companies and more than 60 overseas companies participated, attracting 55,213 visitors in just 3 days.

At Megazoo 2022, 1,540 qualified buyers from 22 countries and 6 continents attended. Among them, one out of three buyers were Merchandisers or Retailers, while over 25 percent were Importers or Distributors, and nearly 20 percent were Manufacturers.

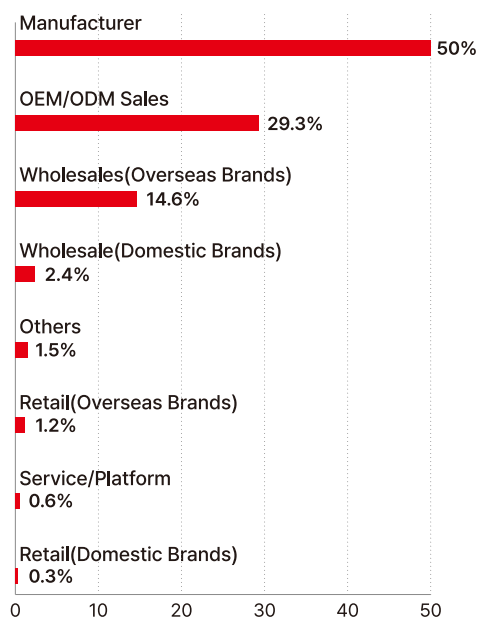
Visitors and exhibitors come to Megazoo to gain insights into the pet industry in Korea, distribution information, and to source new products.

If you aim to expand your business presence in Korea, exhibiting at Megazoo can provide you with an excellent Opportunities to connect with valuable buyers and increase your export volume.

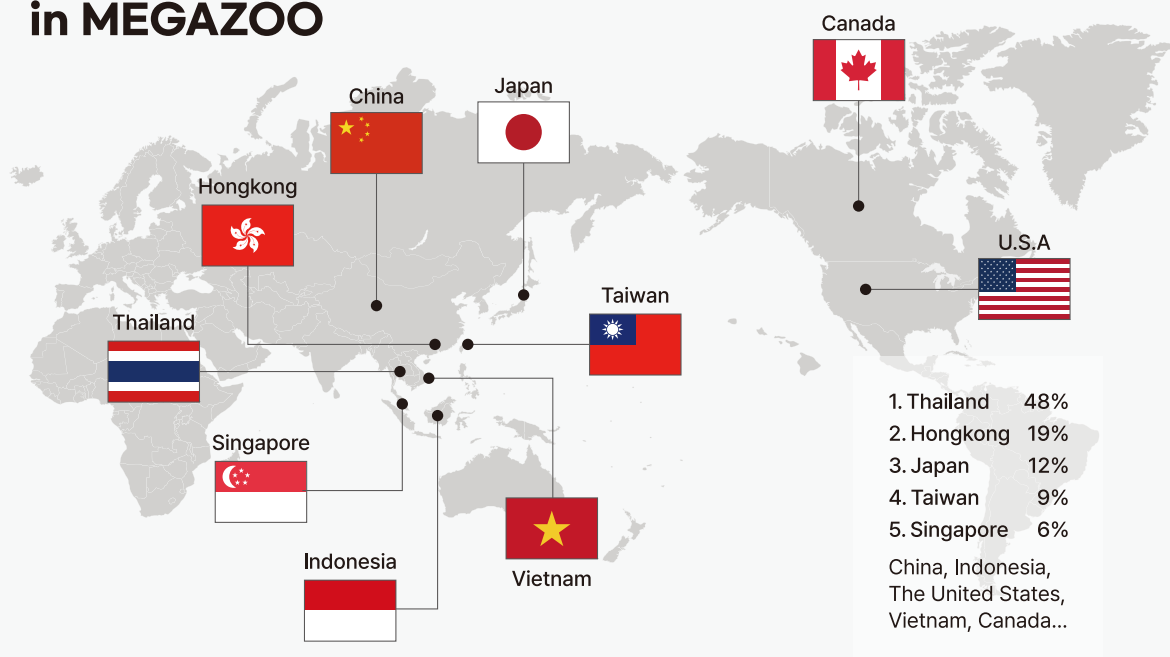
■ Exhibitor's categories



■ Exhibitor's Profile

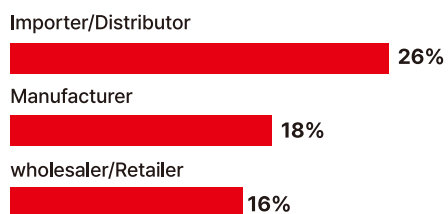


Country Distribution of Participants in MEGAZOO

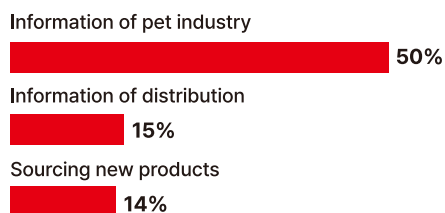


Survey on trade visitors

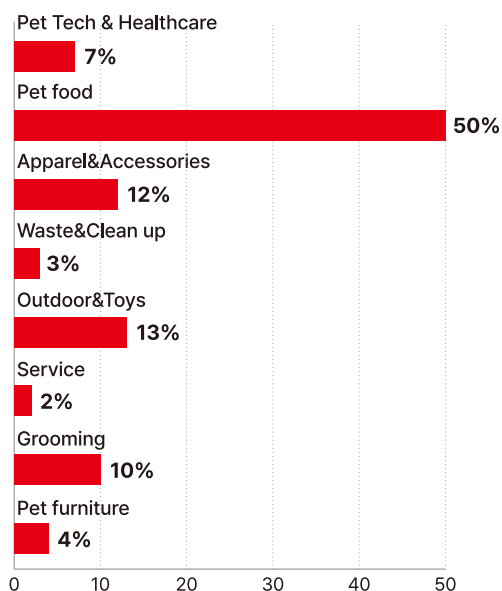
■ Top 3 Branches of visitor



■ Top 3 Reasons for visiting



■ Interest Products



BUSINESS PROGRAM

We offer a range of business programs to support the expansion of your pet business in Asia. By participating in our programs, you can maximize the impact of your attendance and gain valuable insights into the Asian Pacific pet market.

Pet Business Summit



Enhance your market approach strategies through in-depth analysis of the Asian market.

Business Lounge



Lounge: A networking hub for establishing connections and expanding your network in Asia.

Global Business Meeting Program



Engage in discussions about your pet business with key decision-makers.

New Products Showcase



Explore hundreds of innovative pet supplies and stay updated on the latest trends



MEGAZOO is actively seeking participation from enterprises/brands interested in joining our conference for a dynamic business network and brand promotion. We warmly invite you to consider becoming a speaker or sponsor at the MEGAZOO conference. Should you have any interest in participating, please feel free to contact our secretariat.

E-mail. pet.es@esgroup.net **Call.** +82-2-6121-6396, 6469, 6468 **Instagram.** @megazoo_global

Marketing



E-Newsletter

MEGAZOO's E-Newsletter is sent to buyers all around the world. Your product will be introduced in our newsletter.



Global Partnership

Megazoo makes a global partnership with the world's largest pet industry exhibition to promote each other.



Domestic Retail Shop

Megazoo has a lot of partners from domestic pet retail buyers. We invite them to help business and promote our fair through them.



Website, Social Media

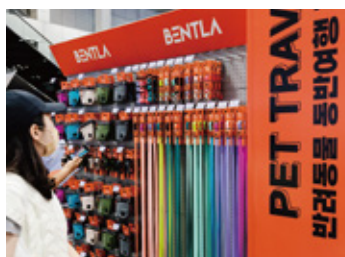
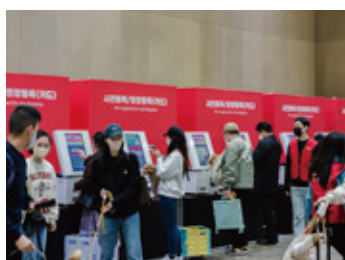
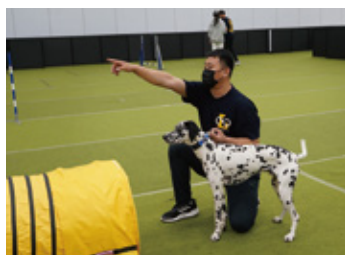
MEGAZOO is constantly active in national and international channels through our website and social media accounts.



Outdoor Ads

Public transport vehicle wraps, Posters, Bridge advertisements have been made.

IMAGES



PARTICIPATION GUIDE

HOW TO PARTICIPATE



Fill out the application form on the website



Submit the application form to MEGAZOO secretariats by e-mail



Get an invoice and transfer the deposit within 5 working days upon receipt of invoice



Pay remaining balance

Space only USD 3,000

- Exhibition space only
- Booth design and constructions are in exhibitor's responsibility
- A minimum of 2 booths (24m²) must be ordered
- **Early bird** : USD 300 (Until 9/15)

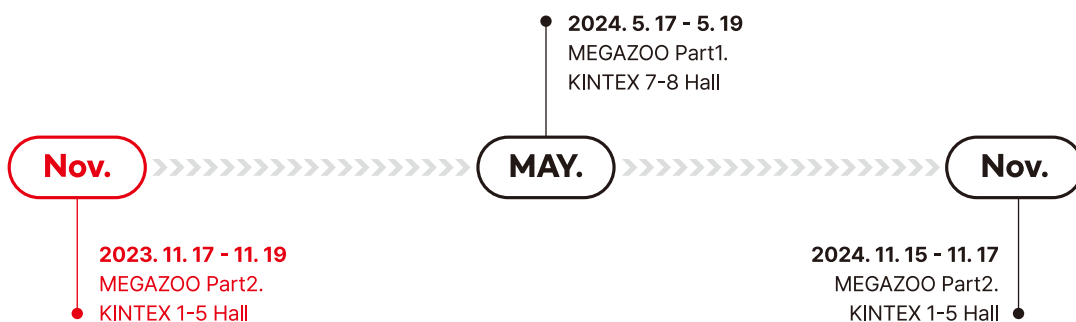


Shell Scheme USD 3,600

- Exhibition space
- Carpet: 12m²
- Wooden side wall: Height 2.4m, white
- Electricity: 1kW (with 2 sockets)
- Spotlight: 4ea(100w)
- Fascia Board (297*420mm)
- Information desk & chair: 1set / exhibitor
- **Early bird** : USD 300 (Until 9/15)



2023·2024 MEGAZOO SCHEDULE



Next show

MEGAZOO 2024 Part1.

May 17th – 19th 2024

KINTEX 7-8 HALL

MEGAZOO 2024 Part 2.

Nov 15th – 17th 2024

KINTEX 1-5 HALL



Contact Us MESSE ESANG Co., LTD

E-Mail pet.es@esgroup.net **Tel** +82-2-6121-6396 **Web** megazoo.co.kr/eng