

Your Key to Unlocking the Korean Market

Korea's Leading Pet Industry Exhibition

2024 MEGAZOO PART 2

Date : 15-17 November, 2024

Venue : KINTEX, Goyang, Korea

SHOW REPORT



Exhibition Overview and Results

Title | 2024 MEGAZOO PART.2

Date | 15th-17th November, 2024

Venue | KINTEX 1-5A Hall (48,600 m²)

Hosted by | Korea Pet Food Association

Organized by | Messe Esang

Support | Ministry of Agriculture and Forestry
Ministry of Culture, Sports and Tourism

596

1,147

49,788

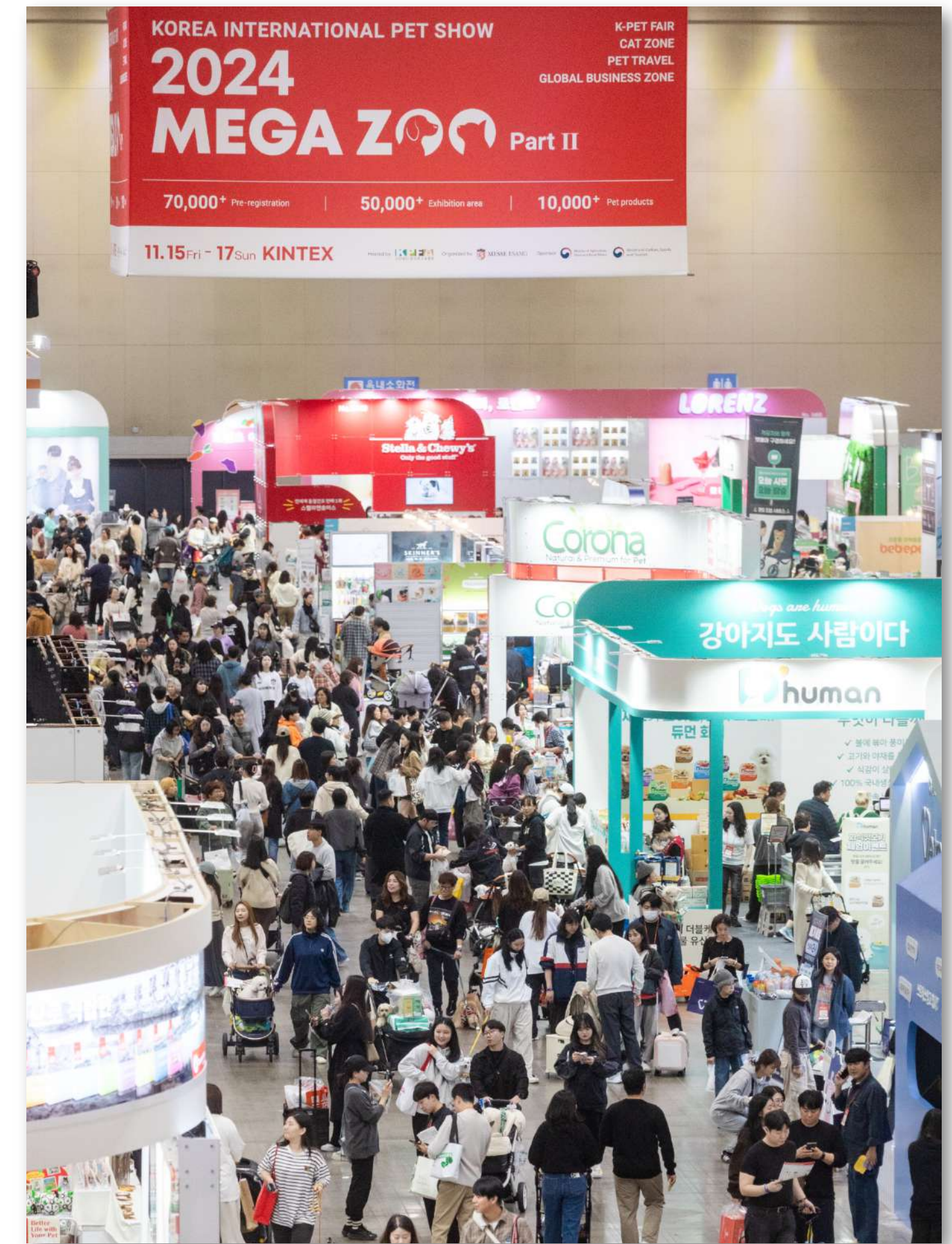
48,600

Exhibitors

Booths

Visitors

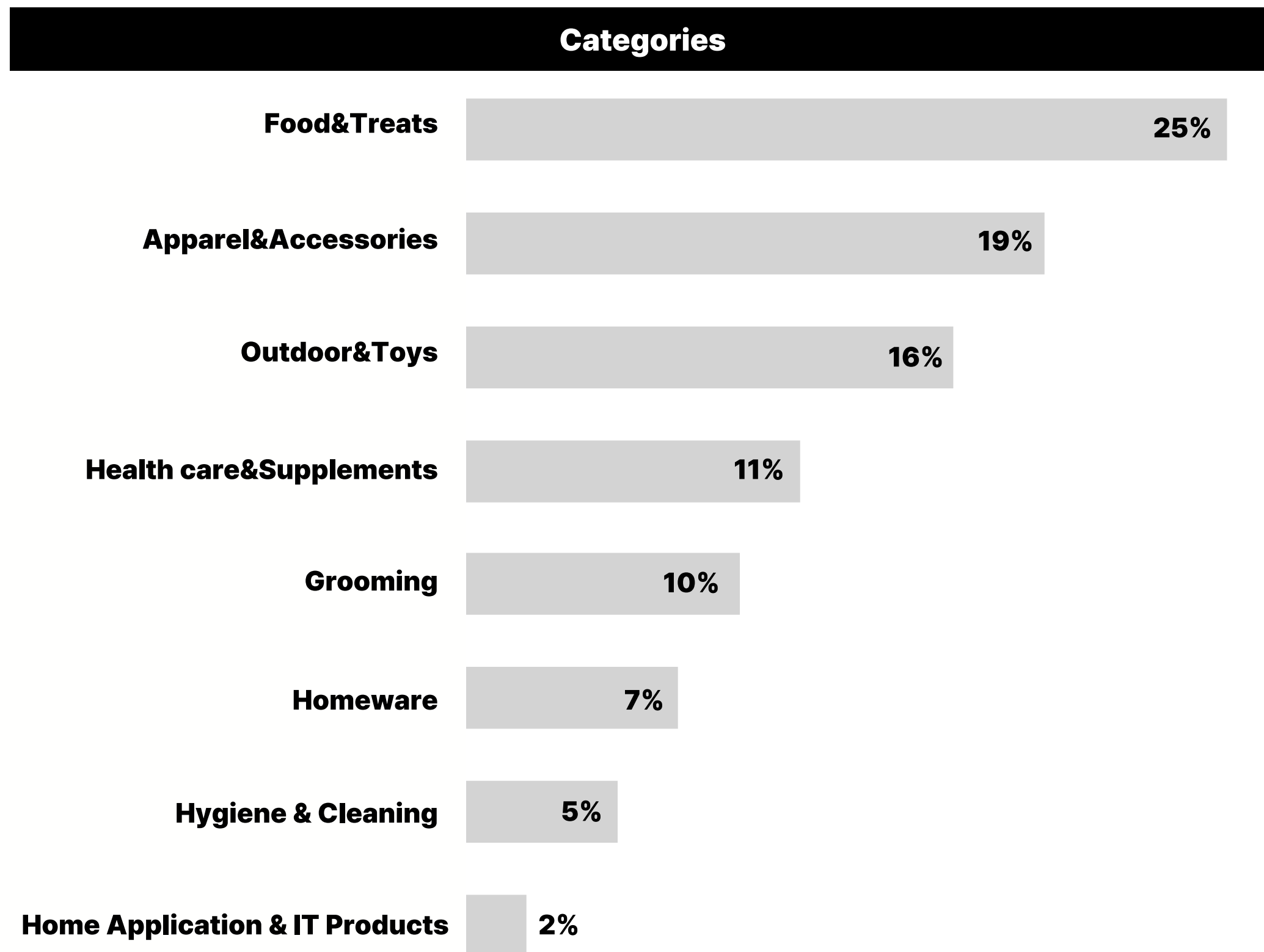
Space(m²)



Exhibitor Analysis

596 Exhibitors **1,147 Booths**

167 First-time Exhibitors



Main Business Type	
Direct Manufacturing and Product Sales	41%
Sales of Own Products through Outsourced Manufacturing (OEM, ODM)	23%
Emphasizing International Brands	8%
Emphasizing Domestic Brands	2%

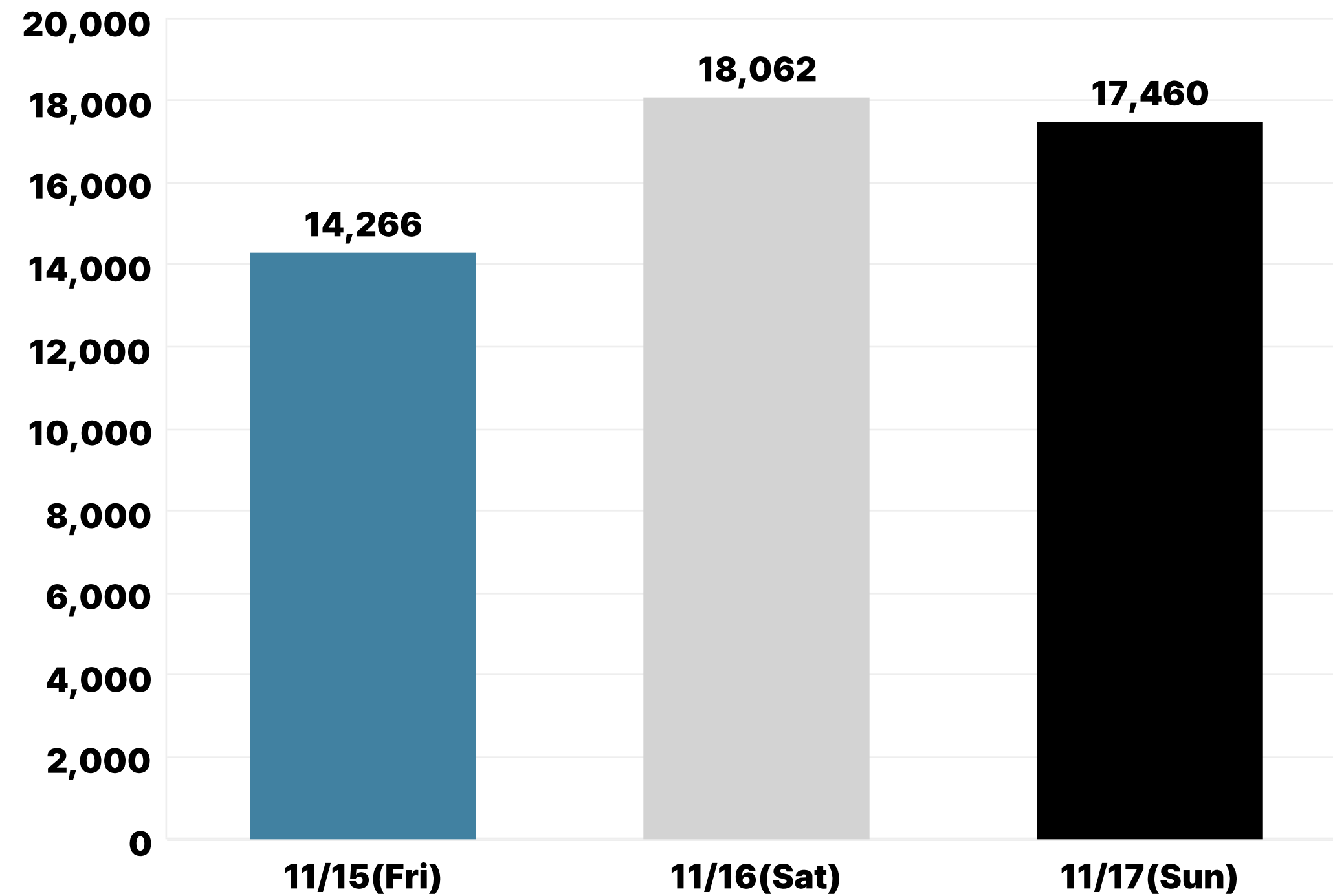
Main Distribution Networks Online	
The Company's own online mall	64%
Do not operate	24%
Third-party online mall	11%

Main Distribution Networks Offline	
Store specializing in pet supplies	34%
ETC	20%
Do not operate	15%
Own brand shop	13%
Other Distribution brands	10%
Pet-related service providers	6%
Veterinary Clinic	5%

Korean Visitor Analysis

Number of visitors by date

(*Number of tickets issued, excluding duplicate admission)



Total Visitors
(Including 'International Visitors') **49,788**

Top 3 Trade visitor's Occupation

Distributor/Wholesale/Retail	44%
Service / Pet Vertical Platform	21%
Manufacturer/Brand Owner	19%
ETC	16%

Top 5 Products of interest

* Duplicate Response & Excluding N/A

Food & Treat	66%
Grooming & Care	50%
Outdoor	32%
Apparel & Accessories	24%
Healthcare / Veterian	24%
ETC	5%

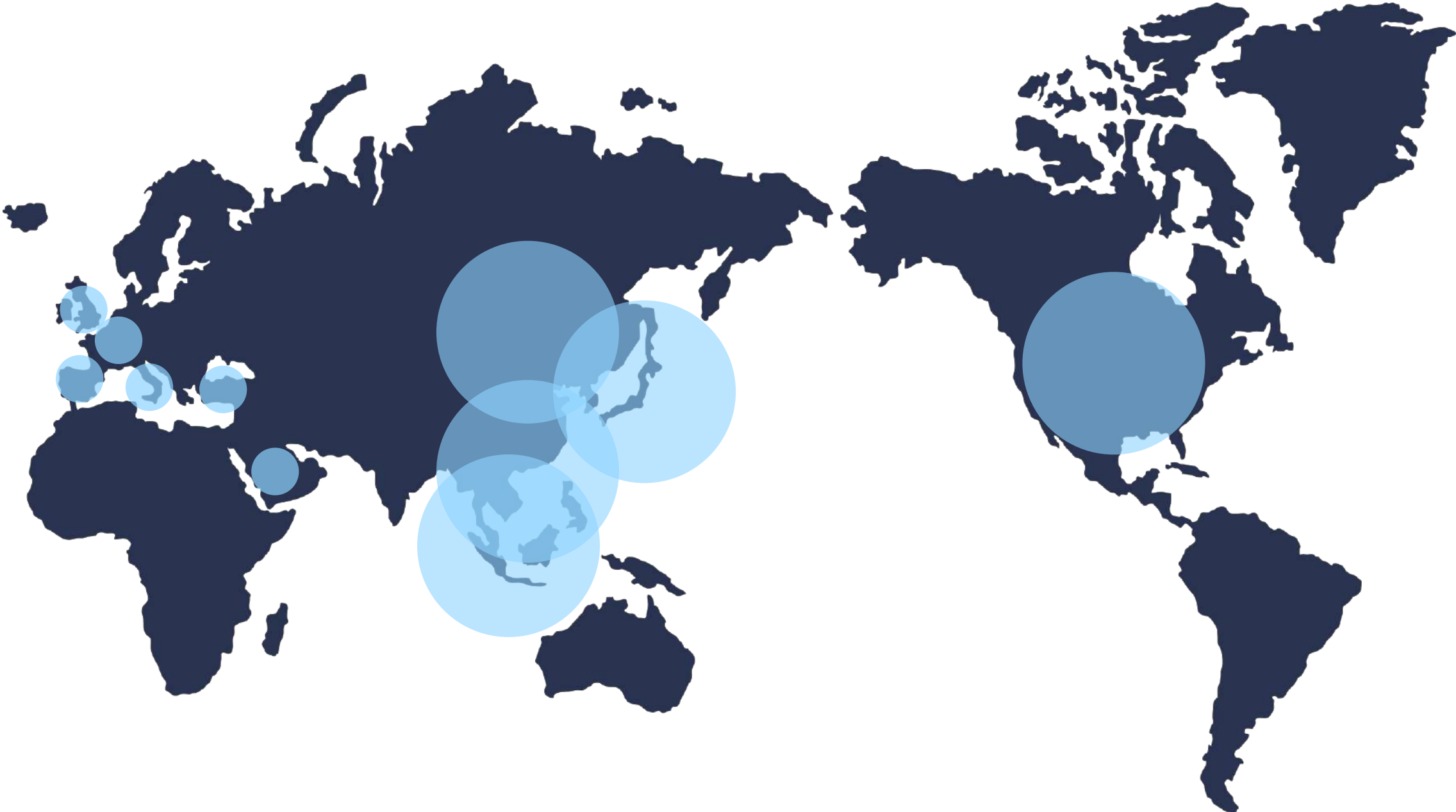
Top 5 Reasons for Visiting

* Duplicate Response & Excluding N/A

Analysis of Trends in the Pet Industry	80%
Gathering On/Offline Distribution Information	42%
Products Sourcing and Consultation	41%
New Business Partner Discovery	35%
Product Procurement and Contracting	27%

International Trade Visitor Analysis

Top 10 Buyer Countries Worldwide



1. Taiwan	21%	6. Singapore	4%
2. Hongkong	19%	7. Malaysia	4%
3. China	16%	8. Philippines	2%
4. Japan	14%	9. United States	2%
5. Thailand	12%	10. Indonesia	1%

Top 3 Trade visitor's Occupation

Retail(On/Offline)	23%
Brand Owner	18%
Importer/Exporter	15%

Top 5 Products of interest

Food & Treat	23%
Outdoor & Toys	19%
Apparel & Accessories	16%
Grooming	9%
Healthcare	6%

Top 5 Reasons for Visiting

Information of pet industry in Korea	34%
General market orientation	14%
Maintaining business contacts	15%
Initiating business contacts	11%
Preparation for investment and Purchasing decisions	9%

Global Biz-Matching Program

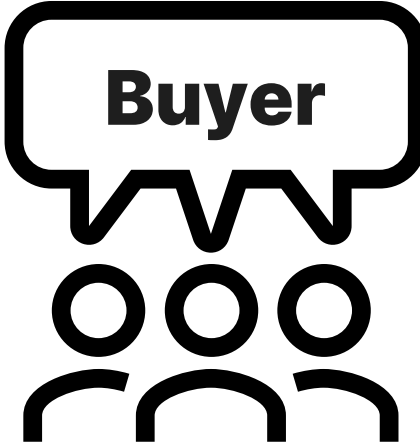
MEGAZOO hosted a highly successful Biz-Matching Program, aimed at connecting exhibitors with key decision-makers. Through our tailored business matching system, we achieved outstanding results. This achievement underscores the effectiveness of our approach in delivering tangible outcomes and fostering valuable connections within the business community.

MEGAZOO Business Matching Program		
Buyers	Exhibitors	Meetings
117	222	577
Export Consultation Value	USD 26,692,370	
Contract Execution Amount	USD 9,282,700	
On-site MOU	USD 1,480,000	



89.3%

of Exhibitors were satisfied with the Business Matching Program



88.9%

of Buyers were satisfied with the Business Matching Program



\$ 26,692,370

is the expected export consultation value



85%

of the meetings offer potential for a contract or followed-up opportunities

Special Zone - Business Lounge

MEGAZOO Business Lounge is a premium space designed exclusively for exhibitors and trade visitors. This served as a central hub for fostering and enhancing business relationships throughout the event. It was also a main space where our Biz-Matching program has taken place. VIP rooms were available for the important meeting after reservation.



GLOBAL PET BUSINESS SEMINAR

Purpose	<p>To brings together a wide range of experts from the pet industry, offering an opportunity to share new business trends and expand your insights. From success stories of industry leaders to practical information for professionals, as well as market entry strategies and brand-building know-how, the seminar covers in-depth and valuable content.</p>				
DAY 1	<p>The Future of K-Pet Beauty through K-Beauty Insights / Hojeong Chin (CEO, COSMAX PET)</p>	<p>Analysis and Insights of the Italian Pet Market and pet owners / Pascale Sonvico (SHOW OFFICE AND SALES MANAGER, Zoomark)</p>	<p>Understanding Crowdfunding and Its Secrets in Just 30 Minutes / Doyeon Kim (PD, wadiz)</p>	<p>Nutrition Blending, Value Branding: Insights from a 24-Year Veterinary Nutritionist / Boyeon Choi (Chairperson / Korea Pet Food Association)</p>	<p>Online Marketing Trends in the Pet Care Market / Lee Young-jun (Director, ADPD)</p>
DAY 2	<p>Surviving with a 2 Million Won Startup / Min-soo Park (CEO, LORENZ)</p>		<p>Strategies for a Successful Pet Startup in 2025: Trends and Key Items / Kim Sujung (CEO, HIPET SCHOOL)</p>		<p>How to Attract Loyal Customers and Increase Sales: Creating Your Own Brand / Baek song Kim (Brand Consultant)</p>



Additional Events - Seminar and Entertainments

Business Seminar



New Product Showcase



MEGAZOO MAGIC SHOW



Pet Training Session



MEGAZOO ARCADE



Pet Product DIY Class



Gallery



Next Show Schedule

2025 Megazoo Part 1

DATE	May 16(Fri) - 18(Sun), 2025
OPENING TIME	09:30 - 18:00 (Last Entry 17:30)
VENUE	KINTEX, GOYANG, REPUBLIC OF KOREA

2025 Megazoo Part 2

DATE	November 21(Fri) - 23(Sun), 2025
OPENING TIME	09:30 - 18:00 (Last Entry 17:30)
VENUE	KINTEX, GOYANG, REPUBLIC OF KOREA

Megazoo Website for Global Exhibitors & Trade visitor



Megazoo operates an English website for overseas visitors.
We are currently recruiting global exhibitors and pre-registration for the visit.
Visit our website for more information!

◀ Scan the QR code and go to the MEGAZOO website.

Contact us for any inquiry

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