
SPECIAL PAVILION

K-PET FAIR
PET TECH & HEALTH CARE SHOW
PET TRAVEL SHOW
GLOBAL PAVILION

2024 Korea International Pet Show

MEGA ZOO

PART 1

May 17th Fri – 19th Sun,
KINTEX 7-8 Hall
GOYANG, Republic of Korea

PART 2

November 15th Fri - 17th Sun,
KINTEX
GOYANG, Republic of Korea



For more detailed information,
Please scan the QR code

Contact Us MESSE ESANG Co., LTD

E-Mail pet.es@esgroup.net Tel +82-2-6121-6468 Web megazoo.co.kr/eng

HOST



ORGANIZER



MESSE ESANG

SPONSOR



Ministry of Agriculture,
Food and Rural Affairs

MEGAZOO Korean International Pet Show

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

MEGAZOO has proudly served as the foremost annual pet industry exhibition in Korea since 2013. Our event is renowned for its exceptional marketing opportunities for exhibitors and its ability to deliver an exciting and enriching experience for visitors.

With years of experience, comprehensive data analysis, and expert exhibition management skills, MEGAZOO is committed to creating the ultimate business platform. Our primary focus is on providing valuable networking opportunities, showcasing innovative products, amplifying exhibitor promotion, and nurturing business growth.

OVERVIEW

<p>NAME MEGAZOO Part 1</p> <p>DATE MAY 17th - 19th</p> <p>VENUE KINTEX 7-8 Hall (22,580m²)</p> <p>SCALE 400+ Exhibitors 800+ Booths 40,000+ Visitors</p>	<p>.....</p>	<p>MEGAZOO Part 2</p> <p>NOVEMBER 15th - 17th</p> <p>KINTEX</p> <p>700+ Exhibitors 1400+ Booths 60,000+ Visitors</p>
---	--------------	--

HOST  ORGANIZER  MESSE ESANG SPONSOR  Ministry of Agriculture, Food and Rural Affairs

SPECIAL PAVILION

- K-PET FAIR
- PET TRAVEL SHOW
- PET TECH & HEALTH CARE 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.

Explore innovative pet tech ideas, remote care solutions, nutritional supplements, and home appliances with pet care functions to enhance your pet's life.

PET TECH & HEALTH CARE SHOW

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

GLOBAL PAVILION

BUSINESS PROGRAM

We are delighted to offer a variety of business programs aimed at supporting the growth of your pet business in Asia. By participating in our programs, you'll gain valuable insights into the Asian Pacific pet market and maximize your impact in the region.



BUSINESS LOUNGE
A central hub facilitating connections and network expansion opportunities throughout the Asian region.



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



GLOBAL BUSINESS MATCHING PROGRAM
Participate in targeted discussions regarding your pet business with influential decision-makers.



SEMINAR / CONFERENCE
Optimize your market approach strategies by conducting comprehensive analyses of the Asian market landscape.

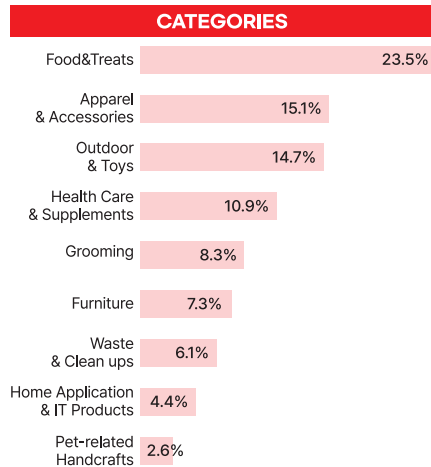
POST SHOW REPORT: 2023 MEGAZOO PART2



During the Megazoo 2023 Part 2, held in November, a total of 635 exhibitors participated, drawing in 53,312 visitors. Impressively, our trade show welcomed 2,462 qualified buyers from 32 countries and 6 continents in just three days. Megazoo's initiative, the Global Biz-Matching Program, proved to be a success as it facilitated pre-business matchmaking between exhibitors and key decision-makers. The business matching system effectively aligned exhibitors' categories with buyers' interests, resulting in an outstanding achievement of 352 consultations and a remarkable \$13,000,000 USD in export consultation value.

EXHIBITOR ANALYSIS

635 Exhibitors **1,198** Booths
203 First-time Exhibitors



Main Business Type	
Direct Manufacturing and Product Sales	51%
Sales of Own Products through Outsourced Manufacturing (OEM, ODM)	28%
Emphasizing International Brands	9%
Emphasizing Domestic Brands	4%

Main Distribution Networks Online	
The Company's own online mall	74%
Third-party online mall	16%
Do not operate	10%

Main Distribution Networks Offline	
Store specializing in pet supplies	32.2%
Do not operate	21%
Own company's offline shop	12.9%
ETC.	12.2%
Pet-related service providers	6.9%
Veterinary Clinic	6%
Supermarket	4.3%
Department store	3.6%

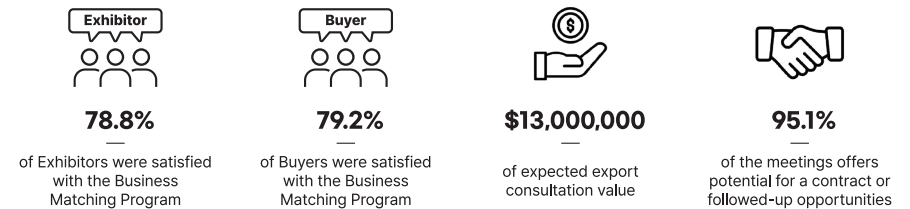
OVERSEAS TRADE VISITOR ANALYSIS



MEGAZOO BIZ-MATCHING PROGRAM

In 2023, Megazoo hosted a highly successful Global Biz-Matching Program, aimed at connecting exhibitors with key decision-makers. Through our tailored business matching system, we achieved outstanding results, facilitating 352 consultations and generating \$13,000,000 USD in export consultation value. This achievement underscores the effectiveness of our approach in delivering tangible outcomes and fostering valuable connections within the business community.

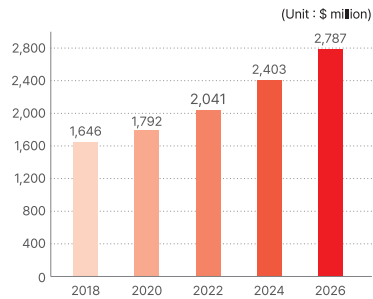
On-site Business Matching Program			Online Business Matching Program		
Buyers	Exhibitors	Meetings	Buyers	Exhibitors	Meetings
43	106	267	24	59	85
Export Consultation Value		USD 10,700,000	Export Consultation Value		USD 2,300,000



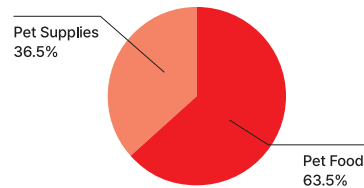
KOREAN PET MARKET

Korea's Pet Care Market: Booming Trends & Growth

The uptick in pet-owning households in Korea has spurred significant growth in the pet care market, with an average annual increase of 8.4% over the past five years. From \$14.8 billion in 2017, the market expanded to \$17.9 billion in 2020 and is expected to hit \$27.9 billion by 2026. In 2020, pet food led the pack, accounting for \$11.3 billion or 63.5% of the market, while pet supplies made up \$6.6 billion, representing 36.5% of the market.



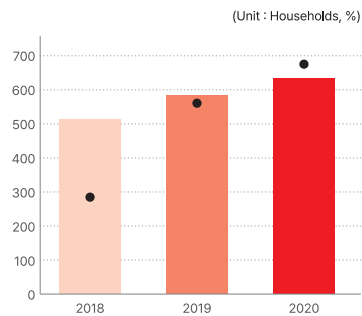
Current status and prospects Korean pet care market



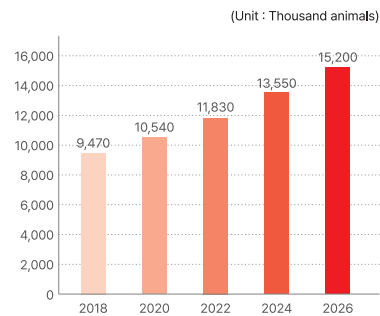
Breakdown of market share by specific components

Rapid Growth in Pet Ownership: Statistics and Projections

In 2020, pet ownership in Korea surged, with 6.38 million households, constituting 27.7% of the total 23.4 million households, owning pets. This marked an 8.0% increase from the previous year. Concurrently, the pet population has shown consistent growth, surpassing 10 million in 2019 and projected to reach 15.2 million by 2026.



Increasing number of pet-rearing households

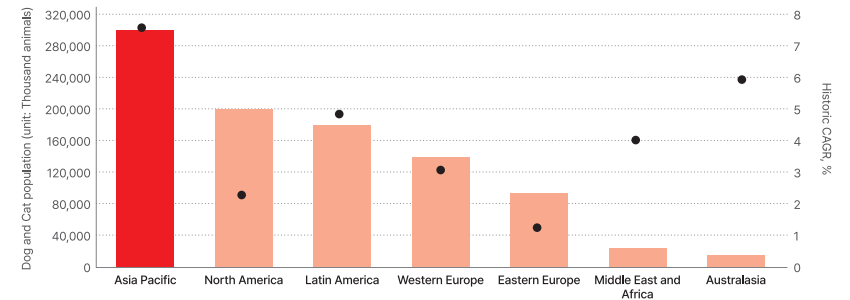


The trend of pet population

ASIAN PET MARKET

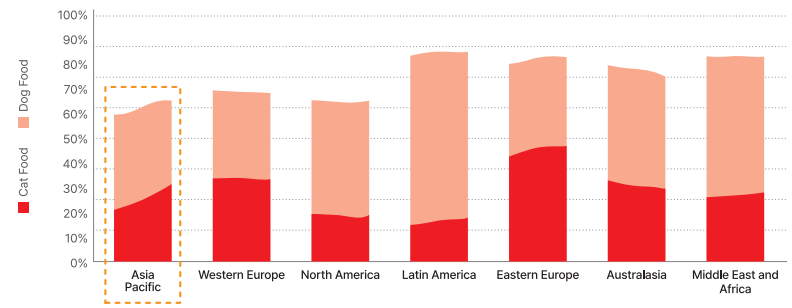
Rising Trends and Opportunities in Asia's Pet Industry

The Asian pet industry has undergone substantial growth and diversification, driven by shifting consumer attitudes towards pet ownership and increased disposable incomes. This transformation is evident in the rise of "pet humanization," where pets are increasingly viewed as integral family members, leading to heightened demand for high-quality products and services. Economic factors, including rising prosperity and changing household compositions, such as more singles, childless couples, and empty nesters, have further propelled pet adoption rates, particularly in countries like Korea. Consequently, the industry has witnessed an expansion of premium offerings, such as specialized food, clothing, pet day care facilities, spas, and parks, with cats gaining popularity over dogs due to urbanization and their independent nature.



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

Looking ahead, the outlook for the Asian pet industry remains optimistic, with continued growth anticipated as more individuals embrace pet ownership and seek superior products and services for their furry companions. The market is expected to see sustained demand for premium pet care offerings, with the cat food segment experiencing notable expansion and capturing a larger share of the overall pet care market. Businesses operating in this sector are well-positioned to capitalize on these trends by adapting to evolving consumer preferences and providing innovative solutions to meet the diverse needs of pet owners across Asia.



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

Marketing



CATALOGUES

MEGAZOO's official catalogues is distributed online and at the show site to visitors, exhibitors and other professionals.



E-NEWSLETTER

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



GLOBAL PARTNERSHIP

MEGAZOO has established a worldwide partnership with the leading pet industry exhibition to enhance mutual promotion efforts and bolster each other's visibility within the industry.



WEB/SOCIAL MEDIA

MEGAZOO stays consistently active across both national and international channels, utilizing our website and social media accounts.



MOBILE APP SERVICE

MEGAZOO offers an exhibition app equipped with features such as a rolling banner, push notification service, and various promotional tools. Through this application, our domestic exhibitors can proactively market themselves to potential visitors and buyers ahead of time.



DOMESTIC RETAIL SHOP

MEGAZOO has cultivated numerous partnerships with domestic pet retail buyers. We extend invitations to collaborate with them to enhance our business endeavors and to amplify the promotion of our fair.



OUTDOOR ADS

MEGAZOO has implemented advertising initiatives on public transport vehicle wraps, posters, and bridge advertisements.

Gallery

