

MEGAZOO 2023

Korea International Pet Show

Date : 17-19 Nov, 2023

Venue : KINTEX, Goyang, Korea

SHOW REPORT

Exhibition Overview and Results

Title | Megazoo 2023

Date | 17th - 19th November, 2023

Venue | KINTEX 1~5 Hall (53,541m²)

Hosted by | Korea Pet Food Association

Organized by | Messe Esang

Support | Ministry of Agriculture and Forestry

635

Exhibitors

1,198

Booths

53,312

Visitors

53,541

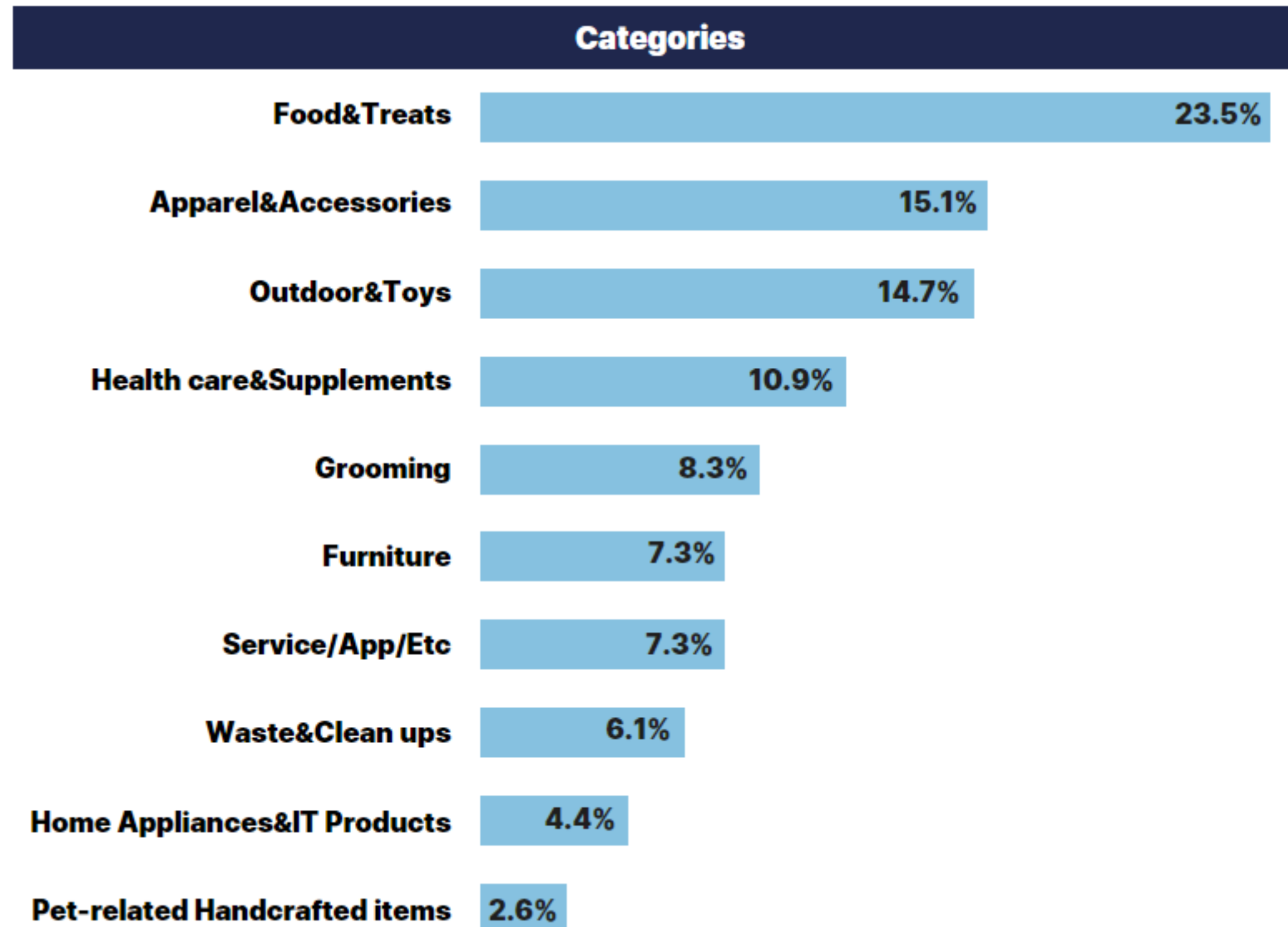
Space(m²)



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%

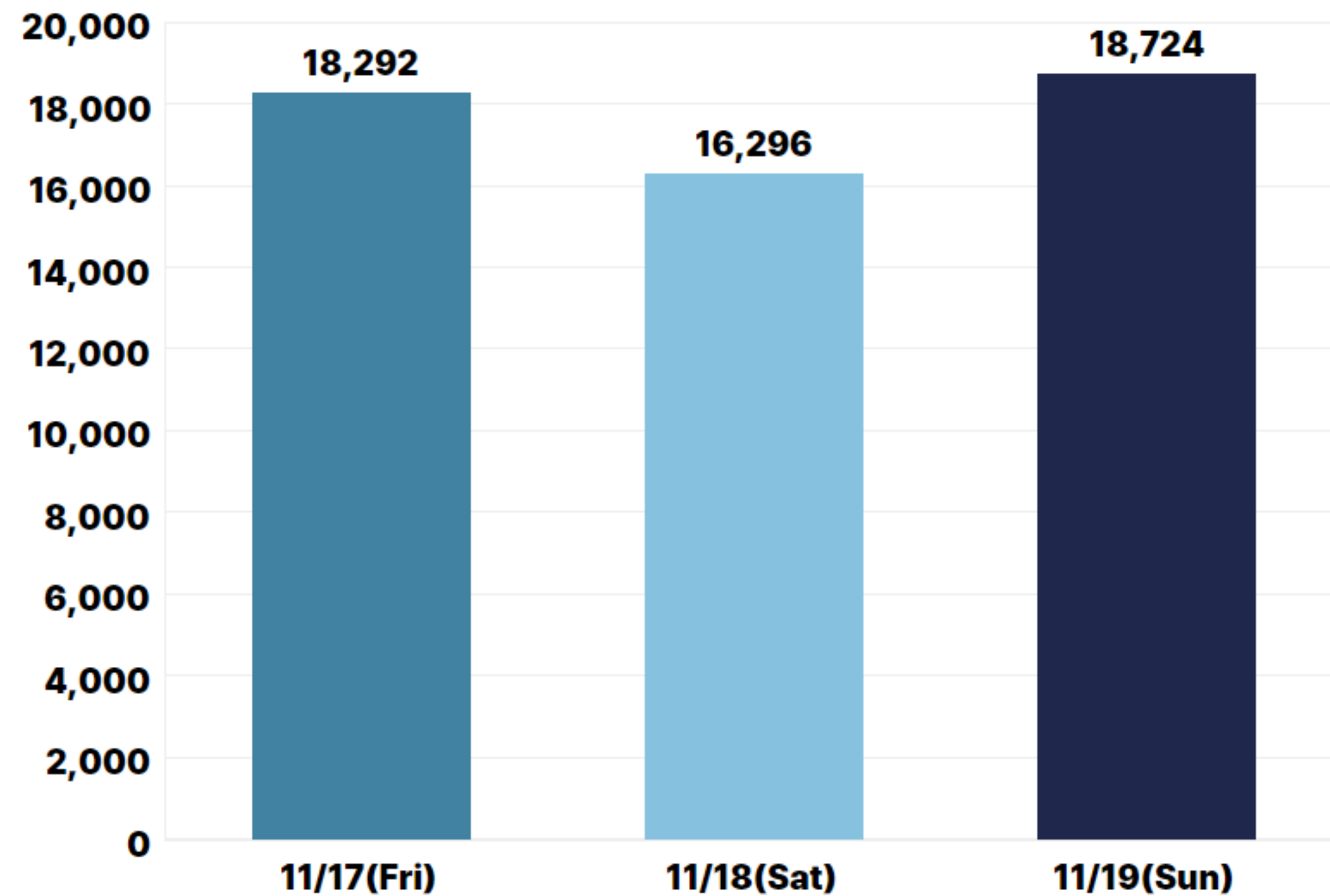
Main Distribution Networks Online	
The Company's own online mall	74%
Third-party online mall	16%
Do not operate	10%

Main Distribution Networks Offline	
Store specializing in pet supplies	33.2%
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%

Korean Visitor Analysis

Number of visitors by date

(*Number of tickets issued, excluding duplicate admission)



Total Visitors
(Including 'End Customer')

53,312

Top 3 Trade visitor's Occupation

Distributor/Manufacturer	49%
Institution	18%
Service / Pet Vertical Platform	17%

Top 5 Products of interest

* Duplicate Response & Excluding N/A

Food & Treat	61.9%
Outdoor & Toys	31.1%
Grooming	28.8%
Apparel & Accessories	25.1%
Healthcare / Veterian	24.8%

Top 5 Reasons for Visiting

* Duplicate Response & Excluding N/A

Analysis of Trends in the Pet Industry	80%
Gathering On/Offline Distribution Information	42%
New Products Sourcing and Consultation	38%
New Business Partner Discovery	36%
Product Procurement and Contracting	22%

Overseas Trade Visitor Analysis

Top 10 Buyer Countries international



1. Taiwan	18.0%	6. Vietnam	4.5%
2. China	17.7%	7. Indonesia	3.5%
3. Hongkong	15.1%	8. Singapore	3.5%
4. Thailand	11.6%	9. United States	3.2%
5. Japan	6.6%	10. Malaysia	2.4%

Top 3 Trade visitor's Occupation

Distributor	20.9%
Importer	20.9%
Manufacturer	8.9%

Top 5 Products of interest

* Duplicate Response & Excluding N/A

Food & Treat	62.3%
Outdoor & Toys	53.4%
Apparel & Accessories	47.6%
Grooming	35.2%
Healthcare / Veterian	33.6%

Top 5 Reasons for Visiting

* Duplicate Response & Excluding N/A

Information of industry in Korea	78.5%
Maintaining business contacts	30.4%
General market orientation	30.0%
Initiating business contacts	21.9%
Preparation for investment and Purchasing decisions	19.2%

Global Biz-Matching Program

In 2023, Megazoo organized a Global Biz-Matching Program, a pre-business match-making initiative between exhibitors and key decision-makers. Our business matching system successfully delivered optimal outcomes by aligning exhibitors' categories with buyers' interests, resulting in a remarkable achievement of 352 consultations and \$13,000,000 USD in export consultation value.

On-site Business Matching Program		
Buyers	Exhibitors	Meetings
43	106	267
Export Consultation Value	USD 10,700,000	

Online business Matching Program		
Buyers	Exhibitors	Meetings
24	59	85
Export Consultation Value	USD 2,300,000	



78.8%

of Exhibitors were satisfied with the Business Matching Program



79.2%

of Buyers were satisfied with the Business Matching Program



\$ 13,000,000

is the expected export consultation value



95.1%

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

Special Zone - Pet Tech & Health Care Show

Purpose	With a rapidly increasing interest in pet healthcare, the focus is shifting towards pet supplements, pet-friendly products, digital and remote care, and the pet data industry. This aims to analyze the landscape and envision the future of pet care.
Category	Pet Assistive Devices, Pet-care Applications, Supplements, Veterinary supplies, etc

Participating companies

80 Exhibitors

127 Booths



Special Zone - Pet Travel Show

Purpose	As the culture of traveling with pets becomes more established, we introduce pet-friendly travel essentials, facilities, and transportation, suggest directions for development, and showcase pet-friendly tourist destinations.
Category	Pet-friendly transportation, Accommodation with pets, Travel kits, Outdoor/camping equipment, Introduction tourist sites, Travel Information Platform

Participating companies

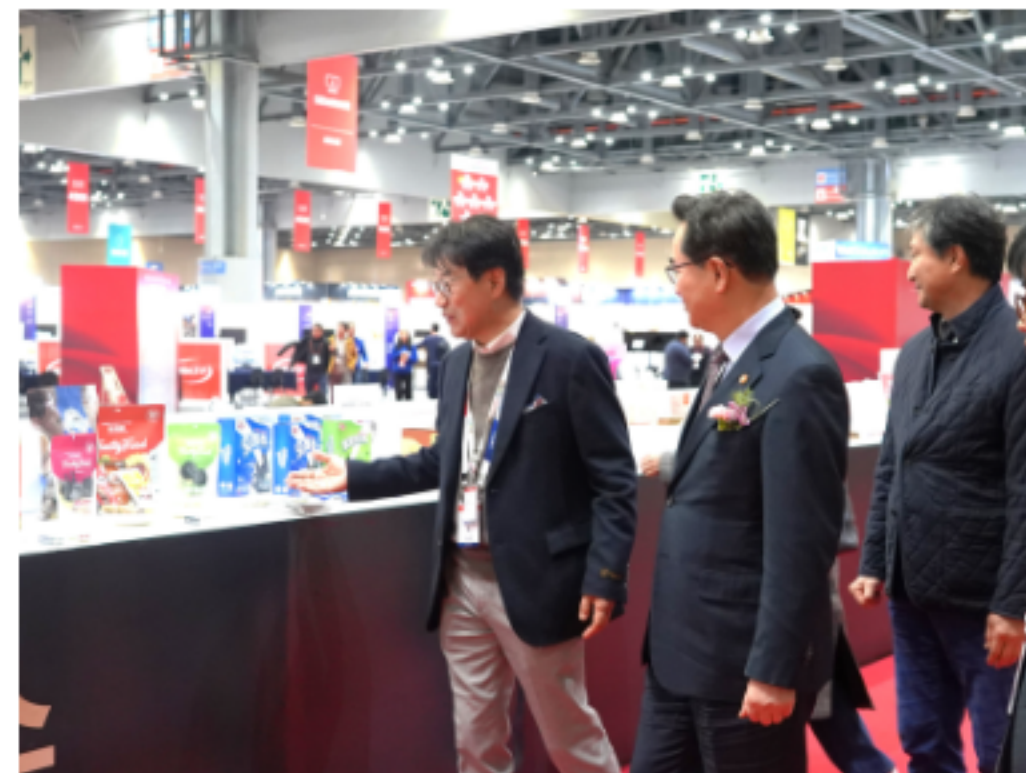
17 Exhibitors

42 Booths



Additional Event - New Product Showcase

New Product Showcase	The New Products Showcases provide exhibitors with opportunities to present their latest products, offering visitors a chance to explore all the innovative and trendy items on display.
Participating Brands	55 Brands
Special Part 'K-zone'	'K-Zone' is a showcase introducing a variety of pet products uniquely designed with a Korean touch. Effectively integrating Korean cultural elements and aesthetics into the creation of pet food and accessories, this showcase presents products that harmoniously combine style and functionality for pet owners.
Participating Brands	25 Brands



Additional Event - Pet-shion Show

Purpose of the event	With the pet industry booming, fashion brands globally are releasing pet wear, from luxury to street styles. Accordingly "2023 Megazoo Pet- Fashion Show" highlights trends in pet apparel and outdoor pet clothing businesses.
Participating Brands	33 Brands
Categories	Pet-related Apparel, Accessories, Stroller/Carrier, Harness/Leash, etc.



Gallery



Next Show Schedule

2024 Megazoo Part 1

DATE	May 17(Fri) – 19(Sun), 2024
OPENING TIME	10:00 - 18:00 (Last Entry 17:30)
VENUE	KINTEX, GOYANG, REPUBLIC OF KOREA

2024 Megazoo Part 2

DATE	November 15(Fri) – 17(Sun), 2024
OPENING TIME	10:00 - 18:00 (Last Entry 17:30)
VENUE	KINTEX, GOYANG, REPUBLIC OF KOREA

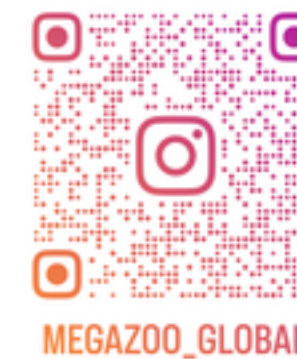
Megazoo Website for Global Exhibitors & Trade visitor



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 megazoo.co.kr/eng/
◀ Scan the QR code and go to the MEGAZOO website.

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