



PET FAIR ASIA 2024

August 21-25, 2024

Shanghai New International Expo Centre

POST SHOW REPORT



Governance :



Organizer :



www.petfairasia.com

PET FAIR ASIA 2024

300,000
SQM

2,500+
Exhibitors

17 + 7
Indoor Halls | Outdoor Halls

124,358
Trade
Visitors

386,852
Consumers

91
Visiting
Countries

International visitors increased by **41.8%**,
over 2023 edition, making up for the first time **10%**
of the total audience.



ABOUT CHINA PET MARKET

Despite the overall economic challenges, 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 pet market is estimated to reach 300 billion RMB (approx.. 42 billion USD) by the end of 2024. The pet products consumption rate is estimated at 5.5% growth for the same period, above world's average of 4.7%. The main growth is coming from lower tier cities and their continuous urbanization trend. China is also characterized by a young pet owner population, where people aged 18 to 30 years old own more than 60% of the total pet population. With only 23% of China's total population owning a pet, the penetration potential continues to be very high for all the worldwide businesses.

Exhibitors

2,500+

companies showcased their newest products and cutting-edge technologies in a gross exhibiting area of **300,000** sqm.



93.2%

Exhibitor Satisfaction Rate

A 360 DEGREE COVERAGE OF THE PET BUSINESS

17 indoor halls were fully occupied by companies exhibiting products that cover the pet industry at **360** degrees, from pet food to supplies and accessories, grooming, healthcare, veterinary, technology (apps) and all other types of pet products and services. In addition, **2** co-located events and many thematic areas were held concurrently, marking a significant leap forward in terms of exhibition scale and supply chain coverage.



Pet Fair Asia Supply

Pet Fair Asia SUPPLY made its debut in 2024 with over 600 exhibitors, spread around 7 dedicated outside halls, showcasing the entire supply chain and the production line, from food ingredients, food processing and machinery to packaging machinery and equipment, packaging materials and design, testing equipment, label, OEM/OBM/ODM.



Pet Fair Asia
SUPPLY

Pet Fair Asia Veterinary

Covering an exhibition area of 30,000 m², Pet Fair Asia Veterinary gathered more than 700 brands of pet medical and health care product from all over the world. The show comprehensively displayed and showcased the latest trends and innovative developments of the pet veterinary industry.



Pet Fair Asia
VETERINARY

Innovations and Future Trends

More than 30 new brands were launched during the show, together with 2000 new products exhibited at the dedicated INNOVATION area. The attendees highlighted the impressive upgrade on the quality and cutting-edge technology applications that characterized the Made in China products.



Pet Fair Asia
Innovation
宠物新风尚

Pet Friendly Lifestyle

Following the consumption trends, this dedicated area welcomed the ever-growing attention on pets from various adjacent industries. It gathered leading brands from sectors such as furniture, interior design, home decoration, electric appliances and more, with the purpose to showcase how other industries are embracing the philosophy of creating a balanced living environment between humans and pets in the nowadays society. Panasonic, Honeywell, Dyson, to name a few had their showcases in this area.



萌宠生活馆
PET FRIENDLY LIFESTYLE

Floor Plan



Leading Participating Brands:



What did exhibitors say:



"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 the close connection with our customers and the consumers. It is also a good platform for the visitors to get the known brands and try the products. We will definitely participate again in the next year show."

Tara Gu
BU Head, Blue Buffalo

"Pet Fair Asia is a really important event for our organization and we have been here for eight 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 next year."

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 new innovations and new ideas with our customers. I will continue to attend the exhibition next year."

Jeff Juran
General Manager, Fish4Pets



- "PRO PLAN" CKU NATIONAL ALL-BREED CHAMPIONSHIP SHOW
- "ROYAL CANIN" INTERNATIONAL GROOMING COMPETITION
- "ROYAL CANIN" ICE SUPER CAT SHOW

- E1**
 - Pet Products
 - Grooming /Cages / Smart Products
 - Pet Snacks
- E2**
 - Pet Products
 - Toys / Furniture
 - Pet Snacks
- E3 E4**
 - Cat Products
- E5**
 - Small Animals / Reptile / Aquarium
- E6 W4 W5 N1 N2**
 - Pet Food
- E7 N4 N5**
 - International Pet Products
- N3 N4**
 - Veterinary Articles / Pet Healthcare
- N6/N7/N8/N9**
 - Food Processing Machinery & Equipment
 - Packaging Machinery & Equipment
 - Test Equipment
 - Comprehensive Supply Chain
- W6**
 - Packaging & Design
 - Labels/Others
- W7**
 - Pet Industry Supply Chain
 - Exhibition Group of Shandong Province
 - Food Ingredients and Additive
 - OEM / OBM / ODM
- W8**
 - Pet Entire Industry Chain
 - Exhibition Group of Hebei Province
 - Comprehensive Supply Chain
- W1**
 - Pet Products
 - Bowls & Plates / Grooming Products
 - Pet Snacks
- W2**
 - Pet Products
 - Clothing / Beds / Pet Travel
- W3**
 - Pet Products
 - Pet APP
 - Pet Software
 - Pet Snacks

Visitors

International Visitors

International visitors number increased by **41.8%** over 2023 and for the first time accounted for the **10%** of the total.

East Asia (South Korea, Japan, Taiwan, Hong Kong) continue to make up the most important group of international visitors, accounting for **42.6%** of the total.

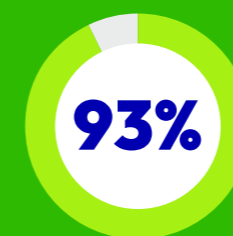
The regions that grew the most and well above the show's average were **North America and Southeast Asia**, with **USA** entering for the first time in the top 10 visiting countries and Southeast Asia's visitation exceeding for the first time **30%** of the total visitation.



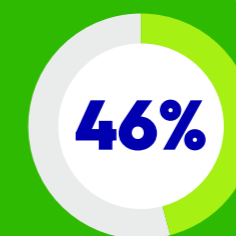
Top 10 visiting countries and regions:

- | | |
|---|---|
| 01.  Taiwan | 06.  Japan |
| 02.  South Korea | 07.  Singapore |
| 03.  Thailand | 08.  The United States |
| 04.  Malaysia | 09.  Philippines |
| 05.  Hong Kong | 10.  Indonesia |

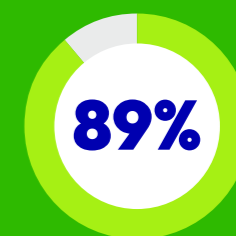
Visitor satisfaction:



93 % of visitors were satisfied with the range of products at the fair



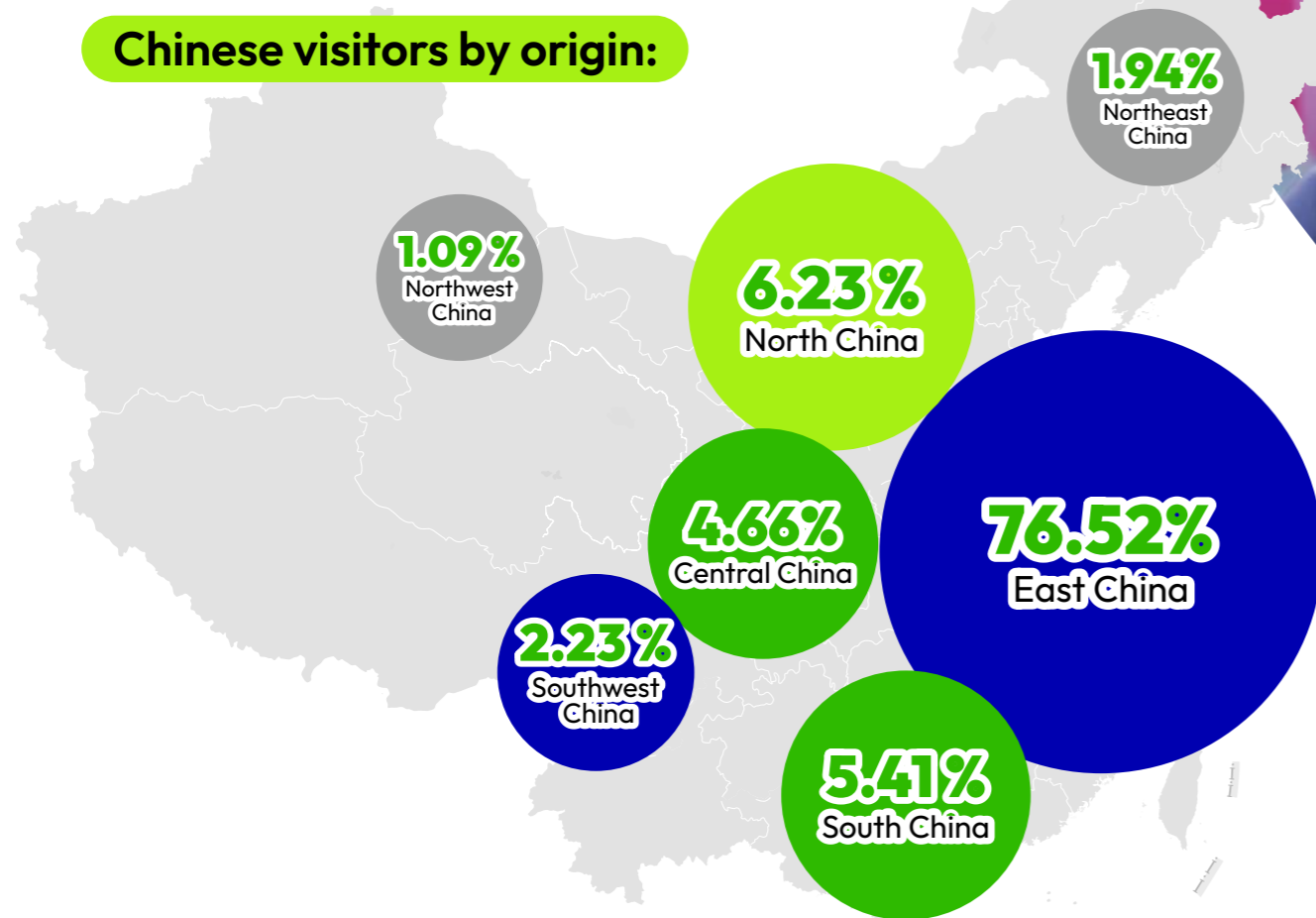
46 % of visitors are decision-makers or involved in purchasing decisions



89 % of visitors were satisfied with latest trends and information obtained at the fair

Domestic Visitors

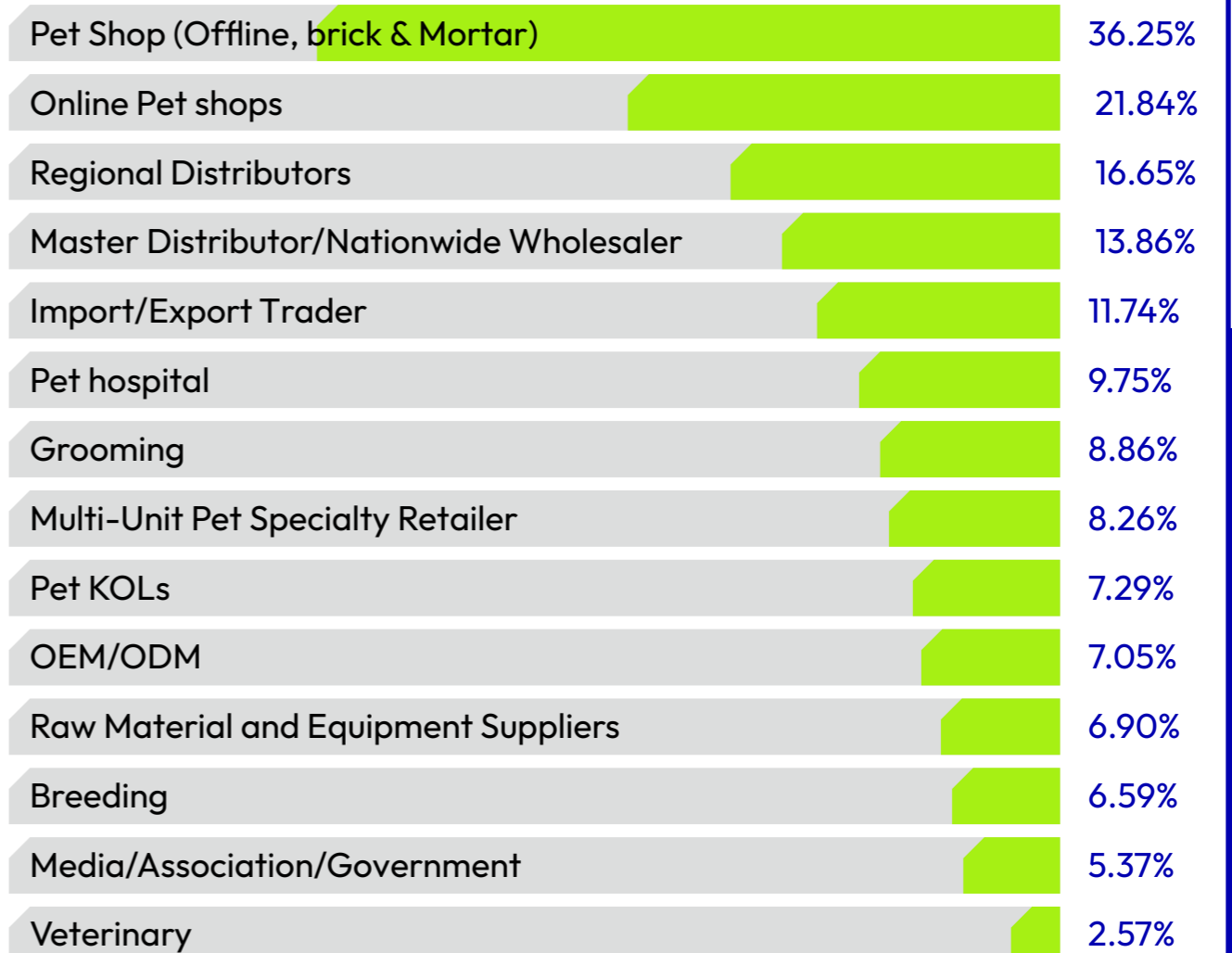
Chinese visitors by origin:



Top 10 Chinese visiting regions:

- 01: Shanghai 35.86%
- 02: Zhejiang 16.39%
- 03: Jiangsu 14.67%
- 04: Shandong 6.08%
- 05: Guangdong 4.96%
- 06: Beijing 2.57%
- 07: Anhui 2.52%
- 08: Henan 2.21%
- 09: Hebei 2.08%
- 10: Hubei 1.78%

Visitors Profile:



Pet Fair Asia Buyer Club

Pet Fair Asia Buyer Club is an exclusive community of top-tier pet product buyers from all over the world. It is created to reward buyers' trust and loyalty to the show as well as to maximize the efficiency of the engagement with the exhibitors through targeted activities, while enjoying exclusive VIP benefits. In 2024, more than 100 handpicked international buyers coming from 15 different countries and 30+ purchasing groups from all over China participated at various onsite tailor-made business matching activities, which included visits at selected exhibitors' stands as per the buyers' purchasing needs, speed B2B meetings, networking events and more. The international buyers had also the opportunity to attend a half day tour at a local pet shop and pet hospital, for a first-hand experience of the local practices and consumption behaviors.



What did visitors say

“This was my first visit to Pet Fair Asia and it was a successful one. We are closing on 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 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 next year!”

Francisco Ascenso

CEO, Pura Ração Lda (Portugal)

“Pet Fair Asia has a comprehensive list of exhibitors spanning the entire supply chain - from factory equipment suppliers, manufacturers to consumer brands. I was impressed at how cutting-edge the pet industry in China is - the technological capabilities with pet food manufacturing have advanced along with consumer's increased knowledge about pet health. I made very good contacts via the Buyer Programme that I do not think I would otherwise be able to have, just by searching online.”

Clarice Zhang

Owner, PT WAW Indo Utama (Indonesia)

“Pet Fair Asia has exceeded my expectations. I've reconnected with my old suppliers and established new relationships with exciting vendors. The fair's vast exhibitor list has introduced me to fresh options for my business. The atmosphere was bustling and the networking opportunities were invaluable. This fair has been a game-changer for my business!”

GOUTAM GUHA

Managing director, Yancal international India

“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



Concurrent Events

A Learning and Education Platform

Over **40** onsite forums and events took place during the **5** days of Pet Fair Asia 2024 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**.

Asia Pet Food Summit

Asia Pet Food Summit brought together an audience of almost 300 people who came to hear from pet food experts from China and the world. The event revolved around releasing the recent global trends in the sector, analyzing pet owner consumption changes and exploring new generations of pet food processing technologies and innovative production ideas. A key note speech was delivered by Mr. Alexander Blamberg, Director of the Agriculture Trade Office, USDA in Shanghai. Among speakers and panelists were also top management representatives from Nestlé Purina China, Vital Essentials, Ziwi and more.



Other events that took place at Pet Fair Asia 2024

Veterinary

- Asia Pet Hospital Management Conference
- International Veterinarian Science Conference
- SPTA Veterinary Technology Training Program Course

Retail

- Pet Shop Asia

E-commerce

- Asia Pet E-commerce Conference

Supply Chain

- PFA Supply – Package Matchmaking Meeting

IPIS
INTERNATIONAL
PET INDUSTRY SUMMIT

JD.com - 13th International Pet Industry Summit (IPIS) --Asian CEO Summit

Powered by JD.com (China's leading e-commerce platform), the 13th edition of International Pet Industry Summit (IPIS) --Asian CEO Summit, welcomed over 500 attendees who heard from 25 speakers and panelists. Under the theme "Navigating through new business cycles", the summit focused on the adjustments required for the production, trade and commerce scenarios under the current uncertain economic environment, release some of the latest researches from leading market experts and explore future development strategies for the businesses. Among the speakers and panelists were C-level representatives of research and consulting companies such as Boston Consulting Group and Euromonitor International, leading industry associations such as World Pet Association (WPA) and Asia Pet Alliance (apa), leading pet business companies such as ADM, Boehringer Ingelheim, Mars Pet Nutrition China, Royal Canin China as well one of China's most influential social media platform - Red Book (Xiaohongshu).





SEE YOU NEXT YEAR

PET FAIR ASIA 2025

August 20 - 24, 2025

Shanghai New International Expo Center



BANGKOK | THAILAND

PET FAIR SOUTH EAST ASIA 2024

October 30- November 1, 2024

Bangkok International Trade & Exhibitions Center (BITEC)



SHENZHEN | CHINA

PET FAIR SOUTH CHINA 2024

December 6 - 8, 2024

Shenzhen World Exhibition & Convention Center



BEIJING | CHINA

PET FAIR BEIJING 2025

February 27 - March 2, 2025

Beijing National Convention Center

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