



# PET FAIR ASIA

## POST SHOW REPORT 2025

August 20-24, 2025 | Shanghai, China



Hosted by:  **apa**  
亚宠会

Organized by:  **GLOBUS**  
events

 **UFI** Approved International Event

 **petfair**  
asia

# PET FAIR ASIA 2025

**310,000+**  
sqm

**2,600+**  
Exhibitors

**17** Indoor Halls  
**8** Outdoor Halls

**130,000+**  
Trade Visitors

**390,000**  
Consumers

**95**  
Visiting Countries

## Key Highlights from the 2025 Edition

Small Animals

Start-up Zone

International Buyers

Asian Pet Food Summit

Pet Fashion Week

Asian CEO Summit

International Pavilions

The Leading International  
Pet Industry Platform in Asia

Genius Hub

Thriving Markets

Discovery Zone

Future Trends

Pet Fair Asia Supply Chain

Premium Quality

International Pavilions



## ABOUT CHINA PET MARKET

Amid steady macroeconomic expansion and supportive reforms in urbanization and household registration, **China's pet market** continues to show robust growth. According to the Blue Book of the Pet Industry, published annually by the Asia Pet Alliance (APA), the market size is projected to exceed **RMB 320 billion** (approx. USD 45 billion) by the end of 2025, growing at a rate of **4.2%**.

Global **retail sales** for pet food and pet products (including supplies and healthcare) are expected to see growth rates of **4.2%** and **2.9%** respectively in 2025. Meanwhile, in China, the growth pattern is projected to differ, with pet food sales expected to grow by **3.2%**, while the pet products segment is anticipated to expand more rapidly at a rate of **4.9%**.

In terms of **pet ownership**, dogs and cats make up about **70%** of the total. However, ownership of **small animals** is rising quickly, reflecting the diversifying preferences of Chinese consumers. The **senior pet** segment is also gaining increasing attention, with specialized products and services emerging to support pets throughout their entire life cycle.

**Young consumers** aged **18-30** are the core spending group (accounting for **63%**) and remain the driving force behind China's pet economy. At the same time, the industry's expansion into **lower-tier cities** is creating substantial new opportunities for both domestic and international players.

# Who Exhibited

**2,600+** companies showcased their latest products and cutting-edge technologies across more than **310,000** sqm of gross exhibiting space.

## The Complete Pet Business Ecosystem

The event offered comprehensive coverage of the global pet industry, with all the halls fully occupied. Exhibits spanned the entire industry spectrum, from pet food and supplies to grooming, healthcare, small animals, veterinary solutions, and digital technology. The two co-located events and three dedicated thematic areas significantly expanded both the scope and depth of the pet industry on display.

### Pet Fair Asia Supply

Among the show's fastest-growing segments was Pet Fair Asia Supply, the co-located event launched in 2024. Driven by surging demand, an additional outdoor hall was introduced in 2025, expanding the showcase to eight halls in total. The event welcomed over 700 exhibitors across 55,000 sqm, registering a remarkable 30% increase compared with 2024.



### Pet Fair Asia Veterinary

Drawing more than 800 pet medical and healthcare brands from across the globe, Pet Fair Asia Veterinary occupied 30,000 sqm of exhibition space. The event effectively captured the current state of the industry, offering a complete showcase of emerging trends and significant innovative advancements in veterinary industry.



## Thematic Areas

### DISCOVERY Zone



A curated showcase featuring over 500 new products and bestsellers launched in the past three months in China and worldwide. Inside this area, the **GENIUS HUB**, offered a glimpse into the high-tech innovations.



### Pet Fashion Week



Debuting for the first time, this area blended human - pet lifestyle trends, setting new style benchmarks for our furry companions. It included the launch of the latest pet-friendly products from fashion and lifestyle industry, insights from leading e-commerce platforms and 12 themed runways from high fashion brands.



### Start Up Zone



Co-hosted with the REDnote (Xiaohongshu), this area brought together more than 50 new brands and designers, showcasing their creativity and design-driven approach. It brought fresh inspiration to the show floor and highlighted the importance of nurturing the next generation of industry players.



## International Exhibitors On The Rise

Despite recent global economic uncertainty and challenging trade relations, the number of international companies and brands exhibiting at the show continued to grow, highlighting worldwide businesses' need to explore new markets and opportunities. Pavilions from **Japan, New Zealand, South Korea, Taiwan**, and for the first time, **Poland and the United States**, were also featured at the event.



# HALL PLAN 2025



-  **Visitor Entrance**
-  **Pet Entrance**

## N1/N2/W4/W5/E3/E6/E7

- Pet Food
- Pet Treats
- Prescription Diet
- Pet Fresh Food

## N4 / N5

- International Pet Food
- International Pet Products
- International Veterinary Medical & Pet Healthcare
- International Country Pavilions

## E1

- Smart Home
- Pet Friendly Lifestyle

## E2 / E3

- Carriers & Travel
- Clothing / Accessories
- Beds & Furniture

## E3/E4

- Cat Litter/ Cleaning & Deodorizers
- Beds & Furniture/ Cat Climbing Frame/ Cat Cabinet
- Cat Scratchers/ Cat Toys
- Comprehensive Pet Products
- Cat Food

## E5

- Small Animals, Reptile, and Aquarium

## W1 / W2

- Grooming / Cleaning & Deodorizers
- Comprehensive Pet Products

## W3

- Toys
- Comprehensive Pet Products

## Pet Fair Asia VETERINARY

## N3 / N4

- Pet Healthcare
- Veterinary Medical
- Veterinary Medical Device
- In-vitro diagnostics
- Test Paper / Reagent
- Veterinary Hospital
- Others

## W9 / W10 / W11/ N7

- Processing Machinery & Equipment
- Packaging machinery & Equipment
- Test Equipment
- Others

## Pet Fair Asia SUPPLY

## W6

- OEM/OBM/ODM
- Ingredients & Recipe & Additive
- Smart Factory
- Intelligent Warehousing / Logistics

## W7 / W8

- Packaging materials & design
- Label & Printing
- One product One code marketing traceability
- Testing & Certification
- Others

## N8

- Supply Chain Integration

# Leading Participating Brands



## What did exhibitors say

“This first Poland Pavilion at Pet Fair Asia featured leading companies specializing in pet food, nutritional supplements and accessories, reflecting the diversity and maturity of Poland’s pet industry as well as its strong commitment to safety, sustainability and premium standards. Polish exhibitors engaged in numerous B2B meetings, establishing valuable connections with distributors, importers and industry professionals from China and across Asia.”



**Andrzej Juchniewicz**  
Chief Representative of Polish Investment and Trade Agency Shanghai Foreign Trade Office



“Pet Fair Aisa 2025 was the best we have ever attended. EzyDog had one of the busiest stands with amazing responses to our thirty-year anniversary, rebrand and new product launches. One standout trend was the volume of attendees from India, Indonesia and Thailand. We also noticed strong momentum from South American buyers. This points to Asia becoming the true global meeting point for the pet industry.”

**Timothy Hatcher**  
CEO of Ezydog

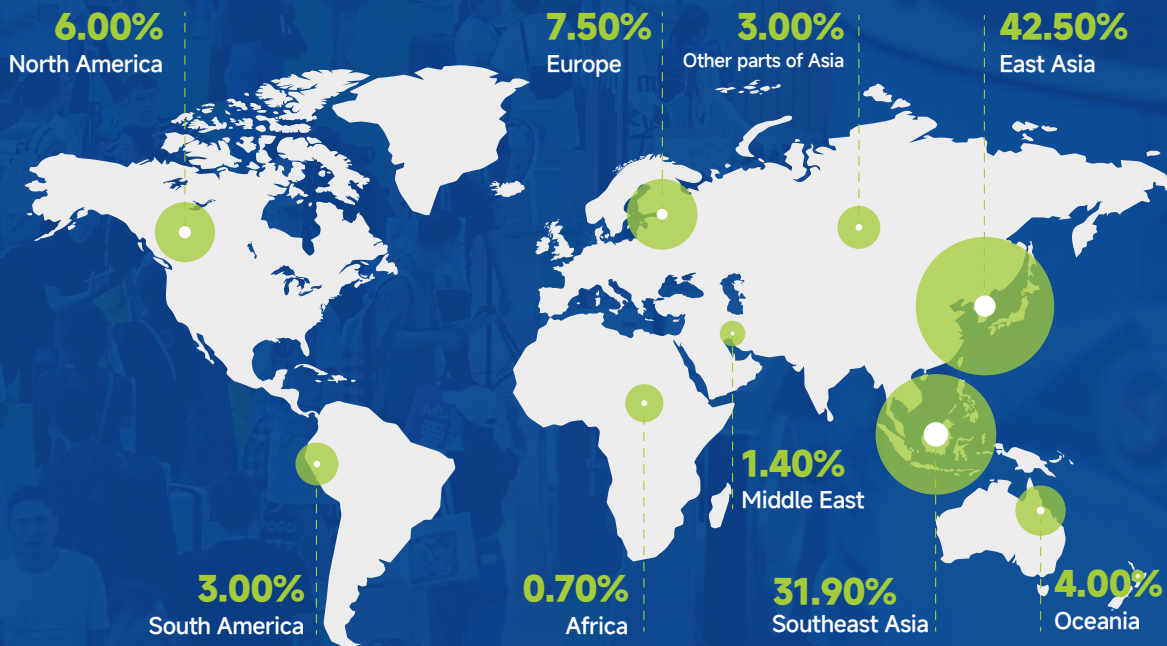
“I was impressed by the vast number of brands at Pet Fair Asia 2025, many highlighting natural ingredients and a shared goal of supporting pet health and happiness, which aligns perfectly with our own brand’s philosophy. The show offered valuable insights into technical innovation and packaging. We like serving this market together with our partners and friends, and we create trust partnerships with pet parents in China.”



**Hendrik Stenkamp**  
Head of R&D of BEWITAL PETFOOD GMBH&CO.KG

# Who Visited

## International Visitors

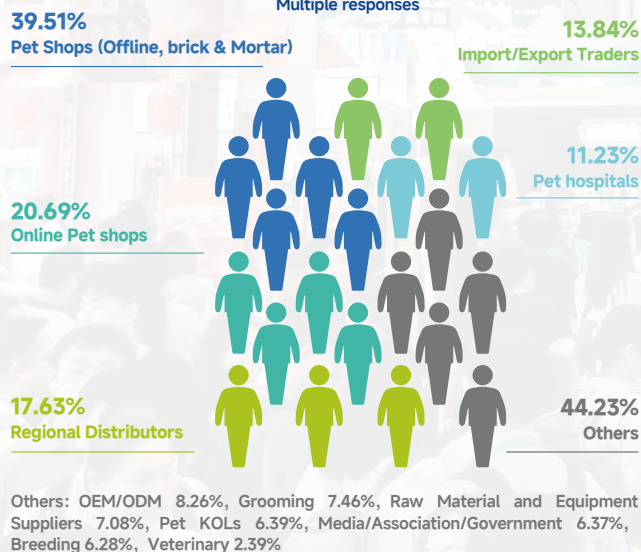


- International visitors increased by **20% +** over 2024.
- East Asia (South Korea, Japan, Taiwan, Hong Kong, Macao) continues to make up the most important group of international visitors, accounting for **42.5%** of the total.
- The regions that grew the most and well above the show's average were **Europe, Oceania, Middle East and South America**. **Australia and Vietnam** entered for the first time in the top 10 visiting countries.

### ▶ TOP 10 visiting countries

- |                  |                     |
|------------------|---------------------|
| 1 🇰🇷 South Korea | 6 🇵🇭 Philippines    |
| 2 🇹🇭 Thailand    | 7 🇮🇩 Indonesia      |
| 3 🇯🇵 Japan       | 8 🇦🇺 Australia      |
| 4 🇲🇾 Malaysia    | 9 🇻🇳 Vietnam        |
| 5 🇸🇬 Singapore   | 10 🇺🇸 United States |

### Visitor Profile



## Domestic Visitors



decision-makers or involved in purchasing decisions



Visitor Satisfaction

### ▶ TOP 10 Chinese visiting regions

- 1 Shanghai 35.56%
- 2 Zhejiang 17.36%
- 3 Jiangsu 15.67%
- 4 Shandong 6.28%
- 5 Guangdong 5.89%
- 6 Beijing 2.77%
- 7 Anhui 2.47%
- 8 Hebei 2.18%
- 9 Henan 2.13%
- 10 Hubei 1.63%

## What did visitors say

“Representing the North American market, we have specialized in importing pet products for over 15 years. Our only market that we import from happens to be China. After a six-year absence, returning to Pet Fair Asia was a revelation. Pet Fair Asia is really amazing at how far advanced the Asian market and the China market have expanded so rapidly over the past years since I was here last. The ingenuity, design and creativity are very amazing here, and we were able to experience this show much more advanced than I would have expected.”

**Ronnie Braha**  
Buyer of PET LIFE LLC



United States

**TrioX Global**

“We are UK distributor specializing in innovative products and pet-related products. We are exploring the smart and beauty series to enter the UK market. We work with retailers, pet premium stores and pet grooming stores in UK. Pet Fair Asia is a good platform for us to explore those suitable brands, and we have found innovative ones that we would love to collaborate with.”

**Yichun Zhang**  
Co-founder of TrioX Global

UK

“As a new player in the pet market this year, the experience at Pet Fair Asia far exceeded my expectations. The visit was very productive. I am already moving forward with purchase discussions as part of our plans to expand our portfolio and product lines this year. I also believe my participation helped highlight the growing opportunities in the Philippine pet market.”

**Andrei Lorenzo Salta**  
Owner of Cedar Tree Brand Ventures Inc



Philippines

# 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 2025, more than **100** hand-picked international buyers from **20** countries and **50+** purchasing groups from all over China participated in 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 also had the opportunity to attend a half-day tour at a local pet shop and pet hospital, for first-hand experience of the local practices and consumption behaviors.

Guided Booth Tours



Business Matching



Networking Events



Site Tours





## What did Buyer Club Members say

"I was highly impressed with the personalized and effective service provided by the International Buyers Club program. Their pre-show organization and scheduled meetings streamlined my visit. This proactive approach enabled me to reconnect with known suppliers, validate new partners, and discover exciting opportunities. It was a productive platform that provided a clear roadmap for my future business growth."

**Brice Proteau**  
General Manager of Wello Pet Health



Vietnam

"The International Buyers Club program's logistics, from airport pickup to registration, were flawless. The veterinary booth tour was excellent thanks to our incredibly knowledgeable guide, and the business matching sessions were crucial for connecting with key companies. Although I had initially hoped for the pet food tour, the alternative - veterinary was still perfectly aligned with my interests. Overall, this was a profoundly valuable and well-executed event that I truly appreciated."

**Maurice Yeo**  
Director of Polygen Asia Pte Ltd

Singapore

"Pet Fair Asia 2025 surpassed my expectations. I connected with key suppliers of pet food, veterinary products and more, and we have already begun importing some of these items. The Buyer Club was exceptional—well organized and full of professionals with whom I could exchange insights, share suppliers and discuss market trends. Some of these connections have become meaningful friendships. This event will transform my business, and I will be following upcoming Pet Fair Asia events to experience them again."

**Kevin Conde**  
General Manager of Vet Projects



Peru

# Concurrent Events



## JD.com – 14th International Pet Industry Summit (IPIS) – Asian CEO Summit

Kicking off the program on August 19, 2025, the 14th International Pet Industry Summit (IPIS) – Asian CEO Summit, welcomed over **600 attendees** who heard from **25 speakers and panelists**. The summit explored the theme “Navigating the Pet Economy’s New Potential in a Shifting Landscape” and addressed key topics such as global trade dynamics, the emotional value of pets, AI-driven innovation, cross-industry growth strategies, and full-lifecycle health management.

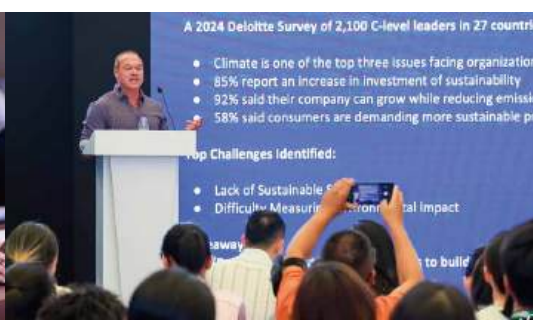
Among the distinguished speakers and panelists were Harry Zhang, National Lead at KPMG China; Michael Lou, Chairman of the World Pet Association (WPA); Juan Xu, General Manager at Royal Canin China; and Miura Atsushi, a best-selling author from Japan, who explored the role of pets in the era of emotional value. The summit also featured the exclusive release of the 2025 China pet market report by the Asia Pet Alliance (APA).





## Asia Pet Food Summit

The Asia Pet Food Summit gathered over **200 industry experts** to discuss the future of pet nutrition, with a focus on sustainable practices, lifecycle health, and the growing demand for fresh and functional pet foods. The summit covered critical topics ranging from biotech innovations to smart manufacturing, providing essential insights for brands aiming to maintain a competitive edge. Among the distinguished keynote speakers was Alexander Blamberg, Director of the Agricultural Trade Office(ATO), USDA; Jim Lamancusa, CEO of the Pet Sustainability Coalition (PSC).



## Other events that took place at Pet Fair Asia 2025

### Veterinary

- Joint Meeting of National Veterinary Associations and Societies
- Asia Pet Hospital Management Conference
- SPTA Veterinary Technology Training Program Course

### Supply Chain

- Supply FronTalk: Smart Factory and Logistics & Warehousing Technology Summit
- Supply Brand-Supplier Matchmaking Meeting
- Supply FronTalk: Package and Color Trends Forum

### Other

- Asia Pet Industry Traffic Conference
- Go Global Forum of Pet Industry
- Pet Shop Asia Annual Forum





500+ Articles and ads



## International Media Exposure



## Chinese Media Exposure

# PET FAIR ASIA Network

Your Gateway to Asia's Pet Industry



## PET FAIR EXHIBITIONS

SHENZHEN | CHINA

### PET FAIR SOUTH CHINA 2025

December 5 - 7, 2025

Shenzhen World Exhibition & Convention Center

BEIJING | CHINA

### PET FAIR BEIJING 2026

March 19 - 22, 2026

China International Exhibition Center (Shunyi Hall)

SHANGHAI | CHINA

### PET FAIR ASIA 2026

August 19 - 23, 2026

Shanghai New International Expo Center

### PET FAIR ASIA SUPPLY

August 19 - 21, 2026

Shanghai New International Expo Center

### PET FAIR ASIA VETERINARY

August 19 - 23, 2026

Shanghai New International Expo Center

BANGKOK | THAILAND

### PET FAIR SOUTH EAST ASIA 2026

October 28-30, 2026

Bangkok International Trade & Exhibitions Center (BITEC)

BEIJING

SHANGHAI

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