

3rd Edition

petfair[®] 2024
SE ASIA

BANGKOK, THAILAND

30 OCTOBER - 1 NOVEMBER 2024

**THE INTERNATIONAL PET INDUSTRY HUB
IN SOUTH EAST ASIA**

THE GLOBAL PET INDUSTRY IS RETURNING TO BANGKOK IN 2024.

Organized in Thailand's vibrant capital, Pet Fair South East Asia provides the international pet industry with a fully business-to-business Partnership Hub for Distribution, Retail, and Sourcing. The show, which celebrated its second edition in 2023, is jointly organized by VNU Asia Pacific, based in Bangkok, Thailand, and VNU Asia, based in Shanghai, China.

In only its second edition in 2023, Pet Fair South East Asia welcomed a total of 9,646 trade visitors from 74 countries on the show floor and featured 281 exhibiting companies from 43 countries, proving that its industry reach extends well beyond the ASEAN region.

The third edition of the show will take place from October 30 to November 1, 2024, with an extended hall capacity at Bangkok International Trade & Exhibition Centre (BITEC). The show's project team is already looking forward to welcoming back the global pet industry to the beautiful city of Bangkok and to raising the bar again, both in terms of numbers and the overall show experience.



THE TOP REASONS TO EXHIBIT

- 🐾 A **strategic market entry and market expansion platform** for the pet industry in Asia and surrounding regions
- 🐾 Trade visitors from well-over 70 countries within a **fully B2B concept**
- 🐾 A show floor featuring leading global pet industry players and companies covering **the whole pet industry value chain**
- 🐾 A **Global sourcing hub** for private-label pet food and ingredient solutions
- 🐾 A premium and special tradeshow experience paired with **Thailand's world-class hospitality.**

2023

THE SECOND EDITION IN NUMBERS



9,646

TRADE VISITORS



43

COUNTRIES EXHIBITING



1,088

CONFERENCE PARTICIPANTS



74

COUNTRIES VISITING



281

EXHIBITORS



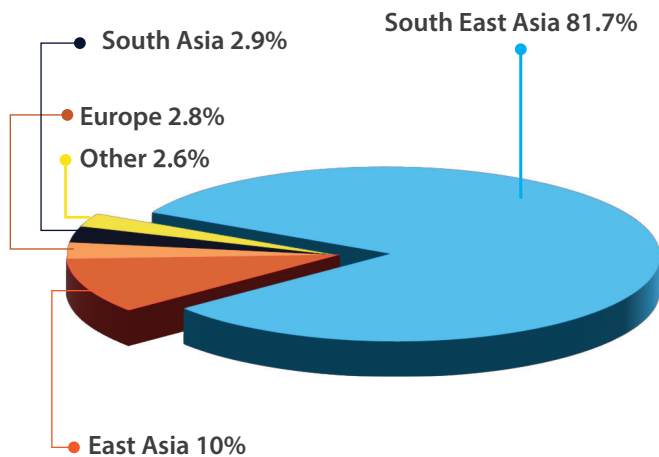
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CONFERENCE SESSIONS

VISITORS 2023

TOP 5 VISITORS COUNTRIES

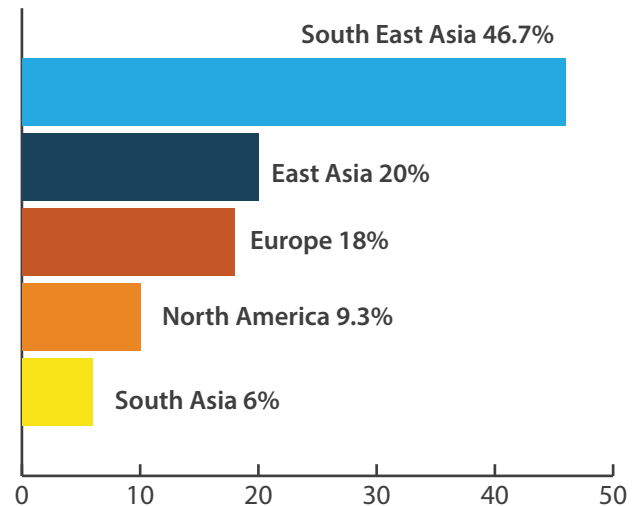
1. Thailand
2. Malaysia
3. China
4. India
5. Philippines



EXHIBITORS 2023

TOP 5 EXHIBITING COUNTRIES

1. Thailand
2. China
3. Korea
4. USA
5. India



PRODUCT CATEGORIES

- 🐾 Pet Food
- 🐾 Pet Treats
- 🐾 Pet Healthcare / Supplements
- 🐾 Pet Accessory
- 🐾 Pet Hygiene
- 🐾 Pet Food Ingredients
- 🐾 Pet Grooming
- 🐾 Pet Technology
- 🐾 Pet Furniture
- 🐾 Pet Apparel
- 🐾 Pet Carrier
- 🐾 Machinery & Packaging Solutions

VISITOR PROFILE 2023

Importer	17.5%
Distributor	16.4%
Brand Owner	15.2%
Retailer	10.1%
OEM Manufacturer	9.9%
Wholesaler	8.1%
Ingredient Supplier	4.2%
Veterinarian/Animal Hospital	2.6%
Media	2.6%
Packaging Supplier	2.5%
Grooming/Hotel Services	2.4%
Consulting	2.4%
Investor	2.0%
Breeder	1.4%
Machinery Supplier	1.3%
Association	0.7%
Government	0.7%

SE ASIA
Networking Night
ONE NIGHT IN BANGKOK
V.2

Date: Thursday 26 October 2023
Time: 19:00 - 00:00 hrs.
SKY BAR & RESTAURANT

