



petfair[®] **5TH**
SE ASIA EDITION

BANGKOK, THAILAND

THE INTERNATIONAL PET INDUSTRY HUB
IN SOUTH EAST ASIA

28-30 OCTOBER 2026
BITEC

www.petfair-sea.com

Organized by

VNU | ASIA PACIFIC



Supported by



B2B POWERHOUSE FOR DISTRIBUTION, RETAIL, AND SOURCING PARTNERSHIPS

Pet Fair South East Asia takes place on an annual basis in Bangkok, Thailand, providing the international pet industry with a true B2B powerhouse for distribution, retail, and sourcing partnerships across South East Asia and beyond.

Since its inaugural edition in 2022, the show has taken the pet industry by storm and has firmly established itself as a key event in the industry's annual show calendar, thanks to its interregional appeal, high-quality buyer visitations with stakeholders from 80 different international markets, its stand-out conference program, and its special networking events.

The event follows a fully B2B show concept and is jointly organized by VNU Exhibitions Asia Pacific Co., Ltd. (Bangkok, Thailand) and Globus Events (Shanghai, China).

The 2026 edition will mark the event's fifth edition and will be held from October 28–30, 2026, at the Bangkok International Trade & Exhibition Centre (BITEC), spanning over 20,000 square meters. Save the dates and become part of a premium pet industry experience in one of the world's most popular MICE and tourism destinations.



Premium B2B Pet Industry Experience in the Heart of Asia.

The recent 2025 edition of Pet Fair South East Asia brought together 447 exhibitors from 37 countries and 11,169 visitors from 81 markets, marking an 11% increase in visitor attendance compared to the 2024 edition.

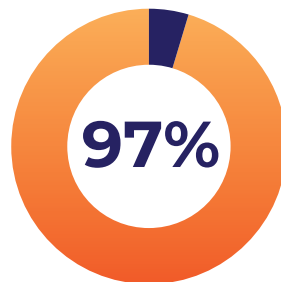
In addition to a highly energetic show flow that facilitated new and strengthened existing commercial partnerships, the show furthermore featured a comprehensive conference program across two stages, with 40 different sessions addressing the latest trends and research findings in the international pet industry.

The event also includes a dedicated pre-show matchmaking program that opens one month prior to the show and allows exhibitors and buyers to proactively reach out to each other before meeting face-to-face on the show floor in Bangkok.

**2025 EDITION
SURVEY
SATISFACTION
RATES**



Exhibitor



Visitor



2025 EDITION IN NUMBERS

11,169+

TRADE VISITORS

**FROM
81+**

COUNTRIES

447 EXHIBITING
COMPANIES

**FROM
37+**

COUNTRIES

1,709

CONFERENCE ATTENDEES

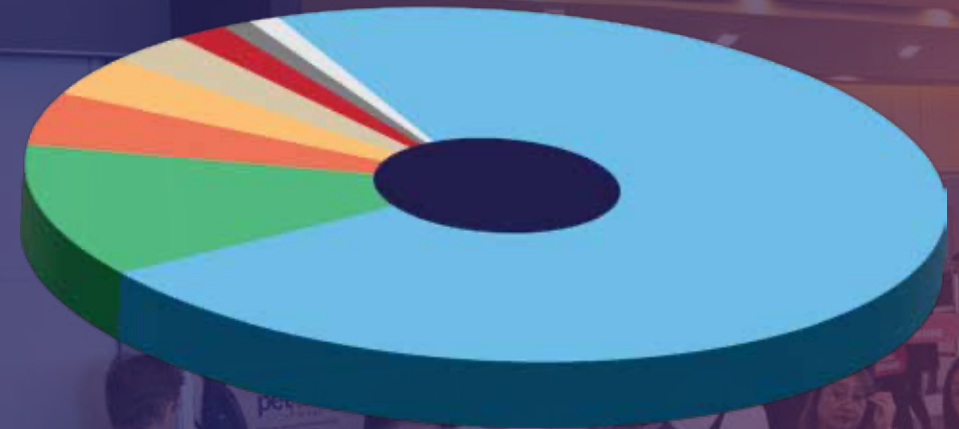
40

**CONFERENCE
SESSIONS**

TOP 10 VISITING COUNTRIES



VISITOR REGION BREAKDOWN



● South East Asia	72%
● East Asia	12%
● South Asia	5%
● Europe	4%
● Middle East	3%
● Oceania	2%
● North America	1%
● Africa	1%

VISITOR BY BUSINESS CATEGORY

In 2025, Pet Fair South East Asia attracted pet industry stakeholders from 81 different markets to Bangkok. The largest visitor groups by country were Thailand (59%), China (6%), India (4%), Malaysia (3%), Singapore (3%), Taiwan (2%), the Philippines (2%), Japan (2%), Hong Kong (2%), South Korea (1%), Vietnam (1%), and Indonesia (1%).

In terms of business types, the predominant visitor groups were distributors (30%), importers (29%), brand owners (27%), retailers (17%), wholesalers (17%), OEM/private label companies (14%), ingredient suppliers (13%), and veterinarians (3%), based on registration data.

On the exhibitor side, Pet Fair South East Asia 2025 achieved an impressive international-to-local exhibitor ratio of 75% international and 25% local companies, making it one of the most international pet industry exhibition show floors worldwide.

30%

DISTRIBUTOR

29%

IMPORTER

27%

BRAND OWNER

17%

RETAILER

17%

WHOLESALE

14%

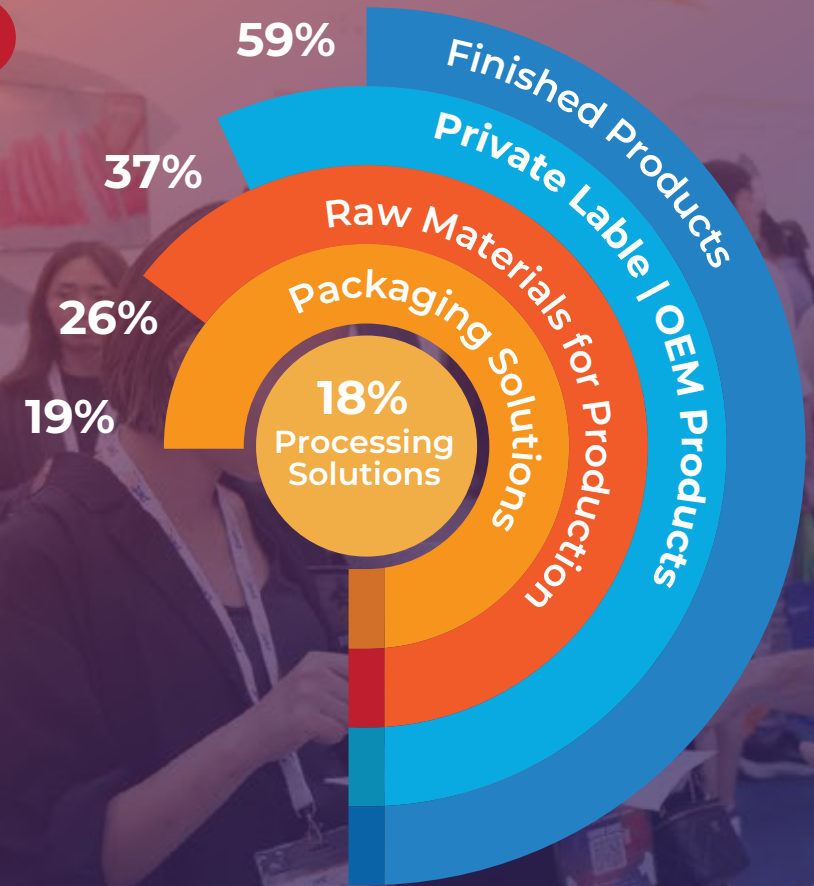
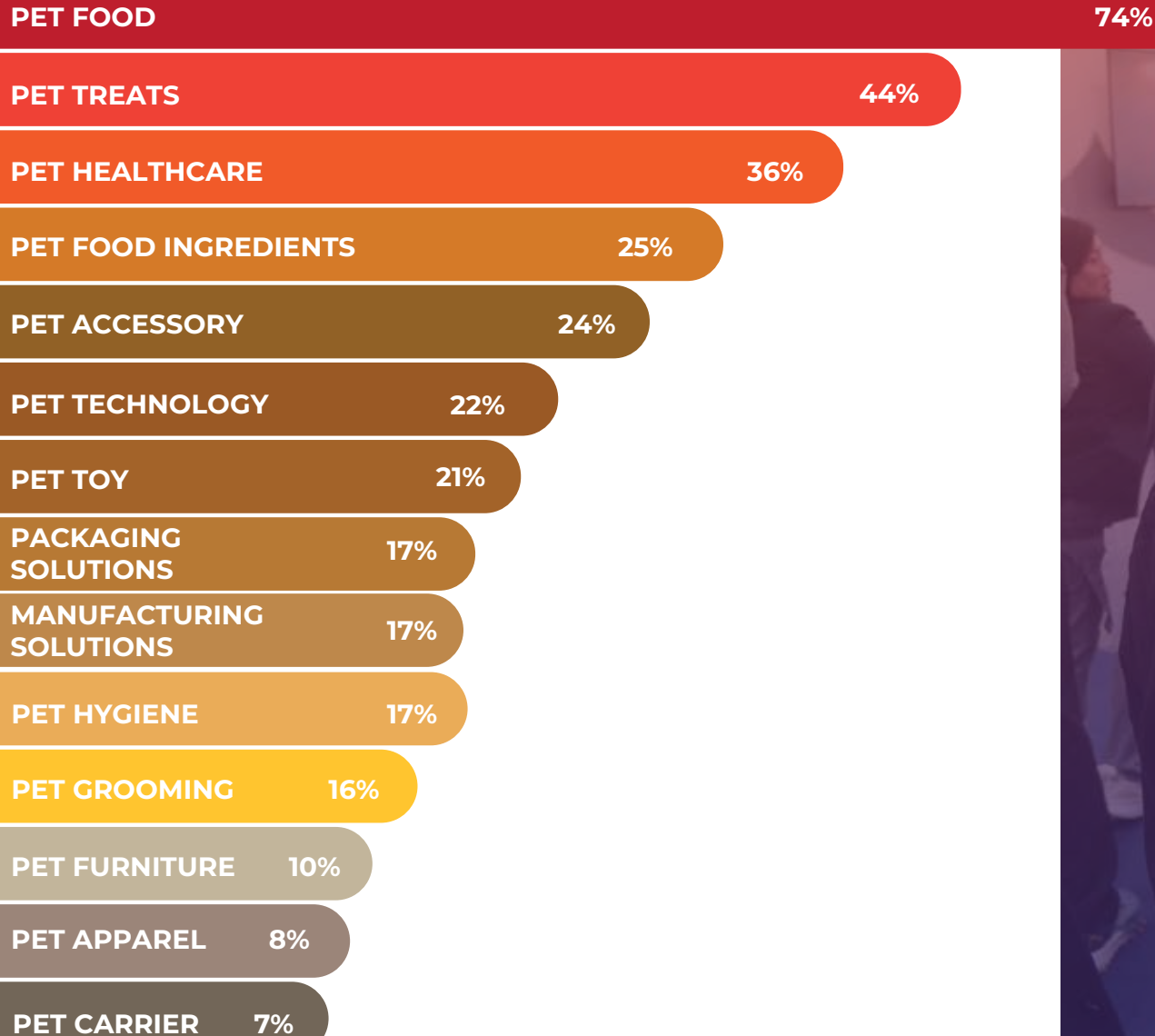
OEM/PRIVATE LABEL

13%

INGREDIENT SUPPLIER

3% VETERINARIANS

VISITOR INTEREST BY PRODUCT CATEGORY



**INTERESTED
PRODUCT
STAGES**

2025 EDITION IN PICTURES



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28 - 30 OCTOBER 2026
HALL 98-100 | BITEC

Exhibitor & Visitor Inquiry

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