

# petfair<sup>®</sup> 4TH SE ASIA EDITION

## BANGKOK, THAILAND

THE INTERNATIONAL PET INDUSTRY HUB  
IN SOUTH EAST ASIA

29 - 31 OCTOBER 2025  
HALL 98-100 | BITEC

Organized by

**VNU** | ASIA PACIFIC



Supported by



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# THE INTERNATIONAL **PET INDUSTRY HUB** IN SOUTHEAST ASIA

**Pet Fair Southeast Asia**, with its fully business-to-business show concept, provides the global pet industry with a dynamic partnership hub for distribution, retail, and sourcing far beyond the ASEAN region.

The show is jointly organized by **VNU Exhibitions Asia Pacific Co. Ltd.** and Globus Events and takes place annually at the Bangkok International Trade & Exhibition Centre (BITEC) in Thailand's vibrant capital, Bangkok, one of the world's most popular and most-visited city destinations.

**Pet Fair Southeast Asia** has taken the pet industry by storm in recent years and has established itself as a must-attend annual event for pet industry stakeholders worldwide.

The 2025 edition, which will be the fourth show, is scheduled for **October 29-31, 2025**, and is set to become the largest and most international edition in the show's history to date.



**Pet Fair Southeast Asia 2024** brought together **over 400 exhibitors from 32 countries**, along with **over 10,000 professional trade visitors and delegations from 80 countries**.

In addition to a highly energetic show floor facilitating business deals, the 2024 edition featured a free conference program spanning two stages, with **40 different speakers and 30 conference sessions, attended by 2,500 visitors**.

The event also included **two standout networking events** that brought key stakeholders in the pet industry together in a special and engaging atmosphere.

***Become part of a premium pet industry experience in the heart of Asia.***



## 2024 EDITION

**10,000+**  
TRADE VISITORS

FROM  
**80+**  
COUNTRIES

**400** EXHIBITING  
COMPANIES

FROM  
**30+**  
COUNTRIES

**2,500**  
CONFERENCE ATTENDEES

**30**  
CONFERENCE  
SESSIONS

# TOP 10 VISITING COUNTRIES



## VISITOR REGION BREAKDOWN



The 2024 edition showcased a remarkable international-to-local exhibitor ratio of **76% international and 24% local companies**, establishing it as one of the most globally-oriented pet industry exhibitions in the world.

The largest visitor groups by country included **Thailand (66%), followed by China (5%), the Philippines (4%), Malaysia (3%), Japan (3%), Singapore (2%), India (2%), South Korea (2%), and Indonesia (2%).**

In terms of business type, the predominant visitor groups were **importers (31%), distributors (30%), brand owners (26%), retailers (18%), and wholesalers (16%).**

# VISITOR BY BUSINESS CATEGORY

31%

IMPORTER

30%

DISTRIBUTOR

26%

BRAND OWNER

18%

RETAILER

16%

WHOLESALE

15%

OEM/PRIVATE LABEL

7%

INGREDIENT SUPPLIER



# VISITOR INTEREST BY PRODUCT CATEGORY

PET FOOD

72%

PET TREATS

38%

PET HEALTHCARE

32%

PET ACCESSORY

23%

PET TOY

19%

PET GROOMING

15%

PET HYGIENE

14%

INGREDIENTS

14%

PET TECH

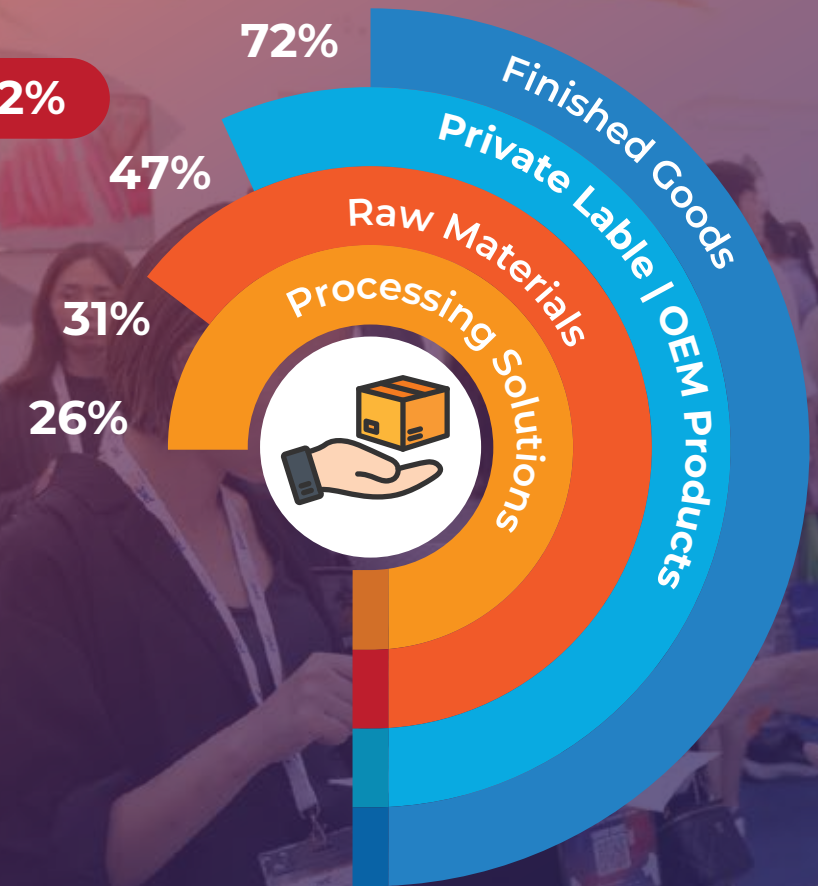
10%

PET FURNITURE

9%

PET APPAREL

8%



INTERESTED  
PRODUCT  
STAGES

# 2024 EDITION IN PICTURES





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SE ASIA

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### **Exhibitor & Visitor Inquiry**

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