



# POST SHOW REPORT

2025



# pët

South America



organization and promotion



@petsouthamerica

[petsa.com.br](http://petsa.com.br)





**Leading the  
pet industry  
for 25 years**

# EVENT DATA



**272**

**EXHIBITORS**

Attendance of **32.650** industry professionals

**34.948 m<sup>2</sup>** of business area

*"It was our first time at the trade show. We already knew the event and knew that the launch had to take place at a fair like this. We wanted to showcase Solito's greatness and quality, and it exceeded our expectations. I had no idea of the scale of the show, but the experience has been fantastic. Our booth was busy non-stop, it was truly amazing."*

**Mayara Pedro – Trade Marketing Analyst, Solito Alimentos**





# VISITOR DATA



**22** countries were represented at the 2025 edition

**27** states were represented at the 2025 edition

**976** cities were represented at the 2025 edition

## Segments

Animal Grooming: **30%**

Pet Shop: **28%**

Distributor: **9%**

Pet Industry | Veterinary: **8%**

Daycare | Hotels: **7%**

Retail | Wholesale | General: **7%**

Education | Training: **5%**

PET Service Provider: **6%**

## Positions

Owner | CEO | Director: **42%**

Groomer | Animal Grooming: **18%**

Buyer: **14%**

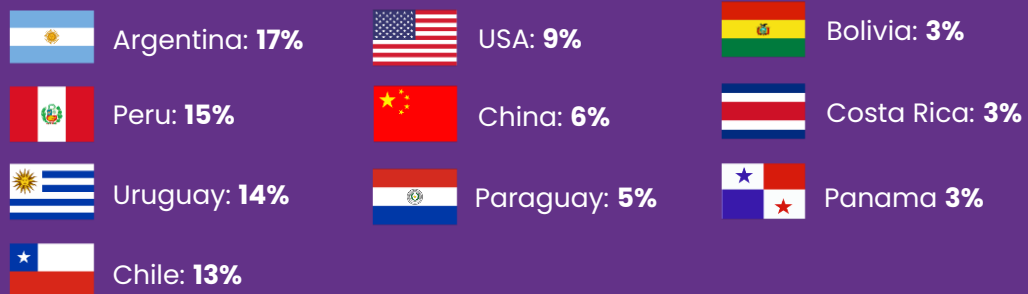
Manager | Supervisor | Coordinator: **14%**

Trainer | Assistant: **7%**

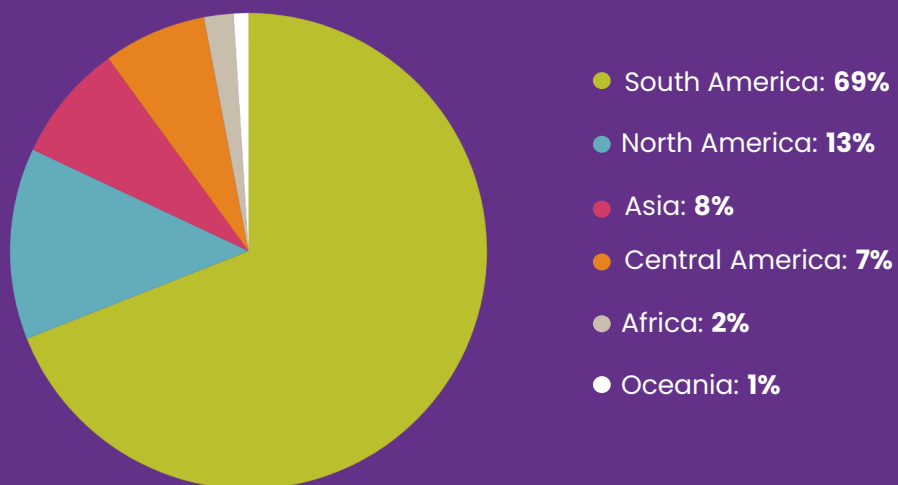
Technician | Analyst: **5%**

# COUNTRIES PRESENT

## Top 10 countries

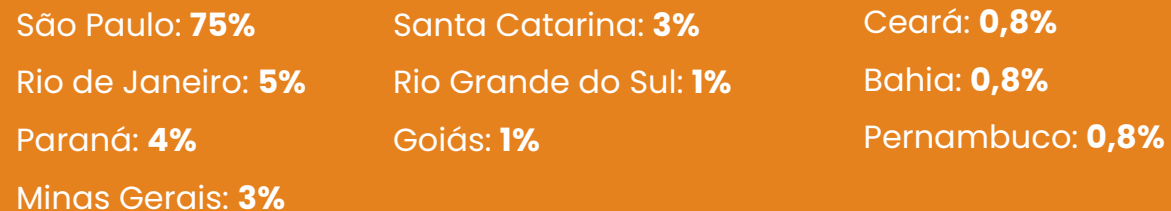


## Distribution by Continents

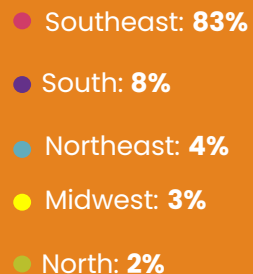


# STATES PRESENT

## Top 10 States with the most visitors



## Distribution by regions





# PET South America Content Journey

# CONTENT JOURNEY



**249.000** SESSIONS

**155.000** USERS

**640.000** PAGE VIEWS

\*Period 01/01/2025 to 31/08/2025

**107.000** FOLLOWERS

**1.866.401** TOTAL REACH

**5.484.191** TOTAL IMPRESSIONS

**160.229** PAGE VIEWS

**136** NUMBER OF POSTS

**35.413** FOLLOWERS

**269.588** TOTAL REACH

**367.138** TOTAL IMPRESSIONS

**136** NUMBER OF POSTS

**9.680** FOLLOWERS

**10.732** TOTAL REACH

**24.833** TOTAL IMPRESSIONS

**136** NÚMERO DE POSTAGENS



**85.000**  
views



**71.000**  
users



## COLUMNISTS

Juliana Damasceno

Marcela Barbieri

Guilherme Martinez

Phillipe Nogueira

Tatiane Begnossi



**1.928**  
likes

**5.426**  
followers

**141.058**  
impressions



**63.600**  
likes

**7.572**  
followers

**602.000**  
views



**+10.000**  
views





# **PET South America Content Highlights**

# PET CRECHE SUMMIT

PET Creche **is the only event in Brazil entirely dedicated to dog daycares.** It is an exclusive space that connects industry professionals, promotes updates in management, operations, animal health, and pet quality of life, while encouraging the exchange of experiences. The goal is to raise the standards of dog daycares and drive market growth.



**485**  
registered

**4**  
hours of content

**3**  
speakers

## Main Positions:

Owner | Co-owner: **32%**

CEO | Manager | Director: **30%**

Trainer | Behaviorist | Pet Sitter: **11%**

Veterinarian: **10%**

Student: **3%**



Master Sponsor:



Institutional Sponsor:



NexGard SPECTRA

# PET

## COMPORTAMENTO

O PET Comportamento é um curso para **adestradores, consultores e cuidadores** que traz três dias de imersão em comportamento felino e canino. Aborda bem-estar, saúde, linguagem corporal, treinamento e desafios como agressividade e dominância, oferecendo insights práticos para qualificação no mercado pet.



**319**  
registered

**12**  
hours of content

**11**  
speakers

### Main Positions:

Trainer | Behaviorist | Pet Sitter: **35%**

Owner | Co-owner: **15%**

CEO | Manager | Director: **13%**

Veterinarian | Assistant: **12%**

Groomer | Animal Grooming: **5%**



Organizer:



Sponsor:



# PETFOOD<sup>®</sup> FORUM *BRASIL*

XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX

A primeira edição do Petfood Forum Brasil aconteceu PETA 2025, reunindo especialistas e líderes do setor para debater tendências, dados de mercado e inovações em nutrição e produção de alimentos para pets. Um evento que marcou a indústria pet food no Brasil com muito conteúdo, networking e visão de futuro.



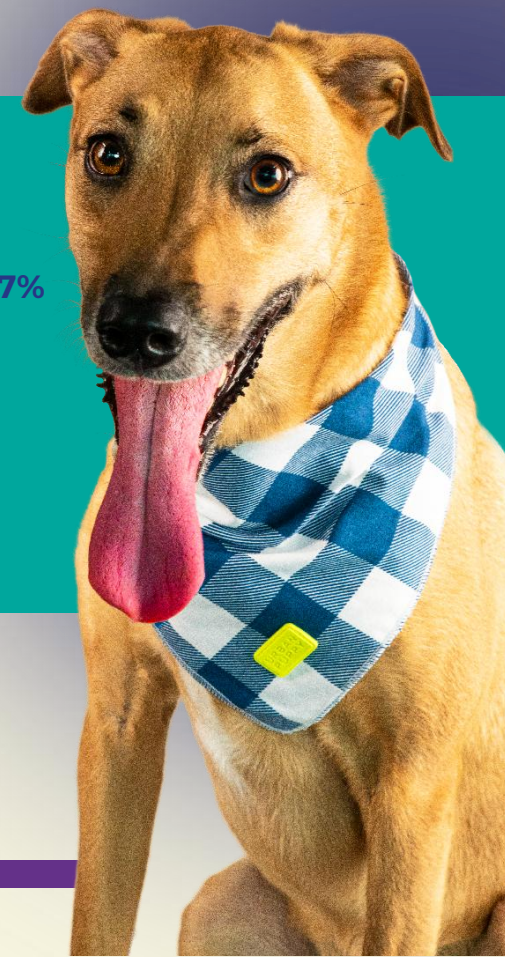
**234**  
registered

**2**  
hours of content

**2**  
speakers

### Main Positions:

CEO | diretor | gerente: **30%**  
Proprietário | socio proprietário: **17%**  
Coordenador | especialista |  
analista: **14%**  
Veterinário: **10%**  
Tosador | estética animal: **5%**



# INTERNATIONAL BUSINESS MATCHMAKING

PETSA brought together manufacturers, distributors, and industry professionals in strategic meetings, promoting networking and generating millions of reais. The goal: to connect companies with qualified buyers, accelerate negotiations, and strengthen the pet market in Brazil and abroad.



18

buyers

324

meetings held

36

exhibitors

5 milhões

In business deals



Countries represented:



AR UY CL PY BO PE CO TT TN

× × INFLUENCERS  
× × AREA

**+11** million  
accounts reached

**+240**  
influencers present



# MEDIA COVERAGE

HIGHLIGHTED MEDIA:



INSERTIONS

185

Total media insertions

+6 million

Media value



Official Media



Media Partners



**WE ARE THE STAGE WHERE  
THE PET MARKET GROWS STRONGER.**

*We are Pet!*



**August  
12-14  
2026**

**Distrito  
Anhembi**



**pët**  
**South America**

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NÜRNBERG / MESSE

**JOIN US!**