

POST SHOW
★ REPORT ★

PET
+vet 2025



Organization and Promotion: **NÜRNBERG MESSE**

Official Media



Parallel event





**THE MOST
COMPREHENSIVE
GATHERING IN THE
VETERINARY SECTOR**

EVENT DATA



82

EXHIBITORS



16.300 visitors

13.339 m² total business area

"This is Nuxcell's first time at PET VET, and we had been planning to attend for a long time. We know it is a key event for doing business, expanding our market, and connecting with our audience. The event is very important for us, especially to grow the market and strengthen our distribution networks and points of sale across Brazil."

Leandro Cardozo – Marketing Supervisor, Nuxcell



VISITOR DATA

16 countries were represented at the 2025 edition

27 states were represented at the 2025 edition

1.040 cities were represented at the 2025 edition



Segments

- Owners | Employees of Clinics | Hospitals | Laboratories: **44%**
- Education | Training: **21%**
- Private Sector Professionals: **17%**
- Distributor: **12%**
- Consultant: **4%**
- Nonprofit Sector: **2%**

Positions

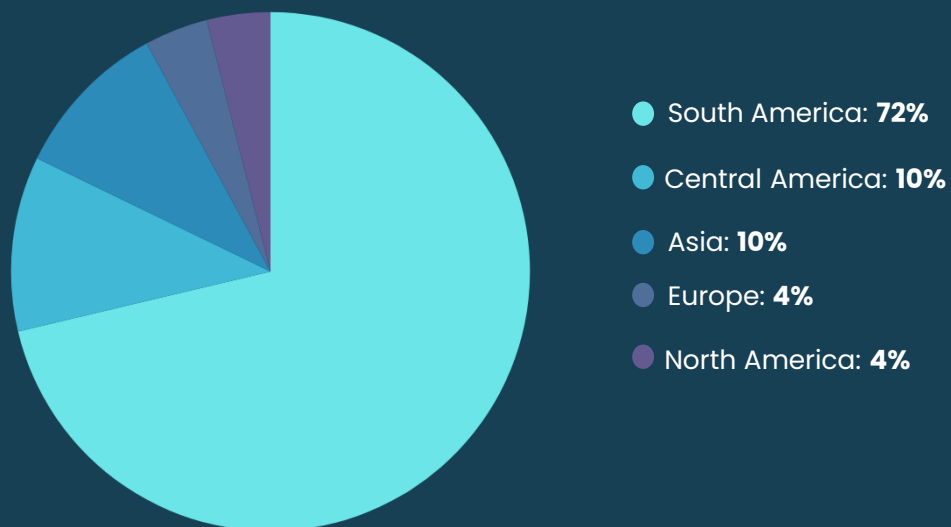
- Veterinarians: **31%**
- Owner | CEO | Director | President: **24%**
- Academics: **17%**
- Supervisor | Coordinator: **17%**
- Buyer | Administrative: **7%**
- Trainee | Apprentice | Intern: **4%**

COUNTRIES PRESENT

Top 10 countries

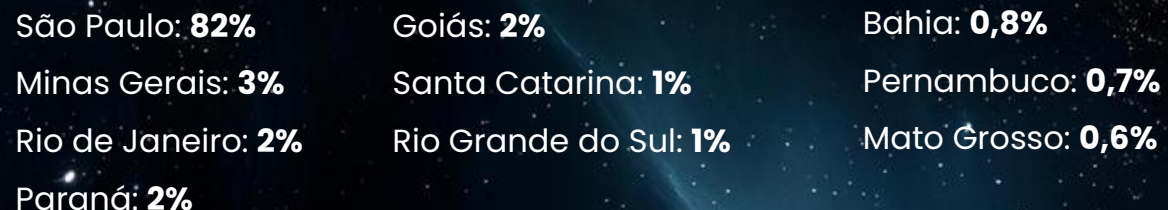


Distribution by Continents

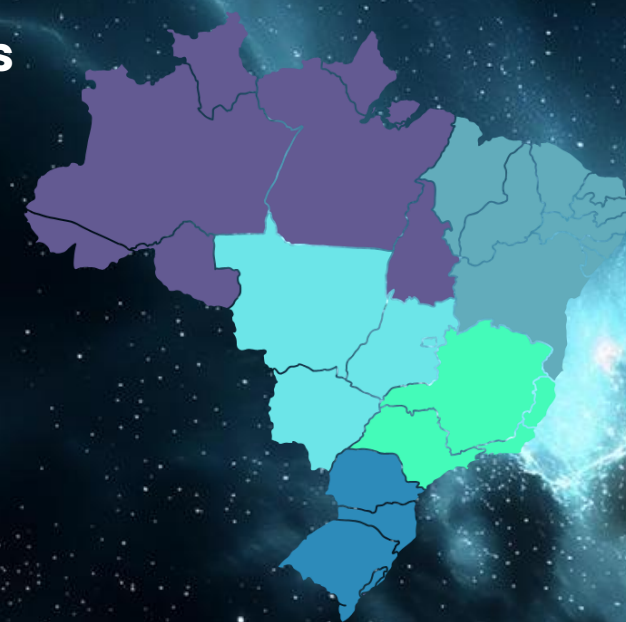
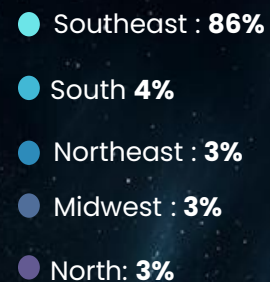


STATES PRESENT

Top 10 States with the most visitors



Distribution by regions





PET VET CONTENT JOURNEY

CONTENT JOURNEY



26.600 FOLLOWERS

1.156.235 TOTAL REACH

6.758.595 TOTAL IMPRESSIONS

71.663 PROFILE VIEWS

130 NUMBER OF POSTS



651 FOLLOWERS

160.666 TOTAL REACH

194.312 TOTAL IMPRESSIONS

130 NUMBER OF POSTS



1.378 FOLLOWERS

3.168 TOTAL REACH

7.045 TOTAL IMPRESSIONS

130 NUMBER OF POSTS



146.0000 SESSIONS

96.000 USERS

381.000 PAGE VIEWS

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

VETCONNECT@



44.000
views



32.000
users

COLUMNISTS

Luan Stefani
Carolina Ananias
Luis Seabra
Giovanna Aoki
Stefanny Carmo
Leticia Fernanda

vetconectadigital.com.br    [@petvetexpo](https://www.instagram.com/petvetexpo)

Podcast
**VET
CONNECT@**

14 Episodes

9 Episodes recorded
during PET VET Expo



1.600
views



PET VET CONTENT HIGHLIGHTS

PET +vet

CONGRESSO ANMV



1.524 Registered

102 Speakers

27 Hours of content

Top 5 Most Popular Rooms

1° Felines

2° Geriatrics

3° Emergency

4° Surgery

5° Dermatology



"For students and veterinarians, attending an event like this is a unique opportunity to access up-to-date, evidence-based information, ensuring high-quality veterinary medicine for both the client and the patient."

Alexandre Daniel – Coordinator of the Feline Room, Me and My Cat

Sponsor



HOSPITAL DESIGN

NÍVEL DE
96%
SATISFAÇÃO

889 Participants

18 Hours of content

Main Positions

Veterinarian: **27%**

Student | Trainee: **26%**

Owner | CEO | Director: **14%**

Veterinary Assistant: **7%**

Intern: **2%**

Top 5 Most Sought-After Rooms

1° Physiotherapy

2° Reception | Cat Consultation Room

3° Surgical Center

4° Reception | Dog Consultation Room

5° Cat Inpatient Care



Master Sponsor

Sponsor

PremierPet

TEMPO DE NUTRIR. DE VERDADE.

alcon Animal Health

Laslo

Med-Sinal PRODUTOS VETERINÁRIOS

TECSA PRODUTOS VETERINÁRIOS

VETNIL

Flor de Lótus PRODUTOS VETERINÁRIOS

MED7 PRODUTOS VETERINÁRIOS

Pet Med PRODUTOS VETERINÁRIOS

CONAHV

CONGRESSO NACIONAL DE
HOSPITAIS VETERINÁRIOS

105 Registered

10 Speakers

4 Hours of content

Main Positions

CEO: **27%**

Owner | Partners: **21%**

Director: **13%**

Veterinarians: **8%**



Sponsor

PremierPet
TEMPO DE NUTRIR. DE VERDADE.

DrogaVET

PetCont

**MBAUSP
FMVZ**

VETNIL

NATIONAL BUSINESS MATCHMAKING

PET VET brought together manufacturers, distributors, and veterinary industry professionals in strategic meetings, generating networking and driving millions of reais in business. The goal is to connect companies with qualified buyers, accelerate negotiations, and strengthen the pet and veterinary market in Brazil.

58
buyers

290
meetings held

12
exhibitors

12mi
In business
generated





PET VET AMBASSADORS

AMBASSADORS

+1.8mi

Total impacts

7

ambassadors

@vetquaresmaccarol
@luizaquintela
@marcela.barbieri
@avetday
@dra.brubs
@vetexotica_
@raphagomes



MEDIA COVERAGE

HIGHLIGHTED MEDIA:



FOLHA DE S. PAULO

INSERTIONS

185

total media insertions

Official Media



MEDIA VALUE

+6mi

Media Partners



P E T + V E T P R E S E N T S

PETVET FEST | 20 26



SEE YOU AT
ANHEMBI DISTRICT

12 TO 14
AUGUST

ORGANIZATION AND PROMOTION

NÜRNBERG / MESSE

FOLLOW THE MAIN
INFORMATION FOR THE NEXT
EDITION ON OUR SOCIAL MEDIA

[f](#) [@](#) [in](#) @petvetexpo

OFFICIAL EVENT
**PET
+vet**

PARALLEL EVENT

pET
South America