



CIPS

The 30th China International Pet Show

120,000m²

Displaying Area

1,400+

Exhibitors

80,000+

Visitors

120+

Countries

Global Trade Platform for Pet & Aquatics

NOV.12-15, 2026

China Import & Export Fair Complex Guangzhou, China



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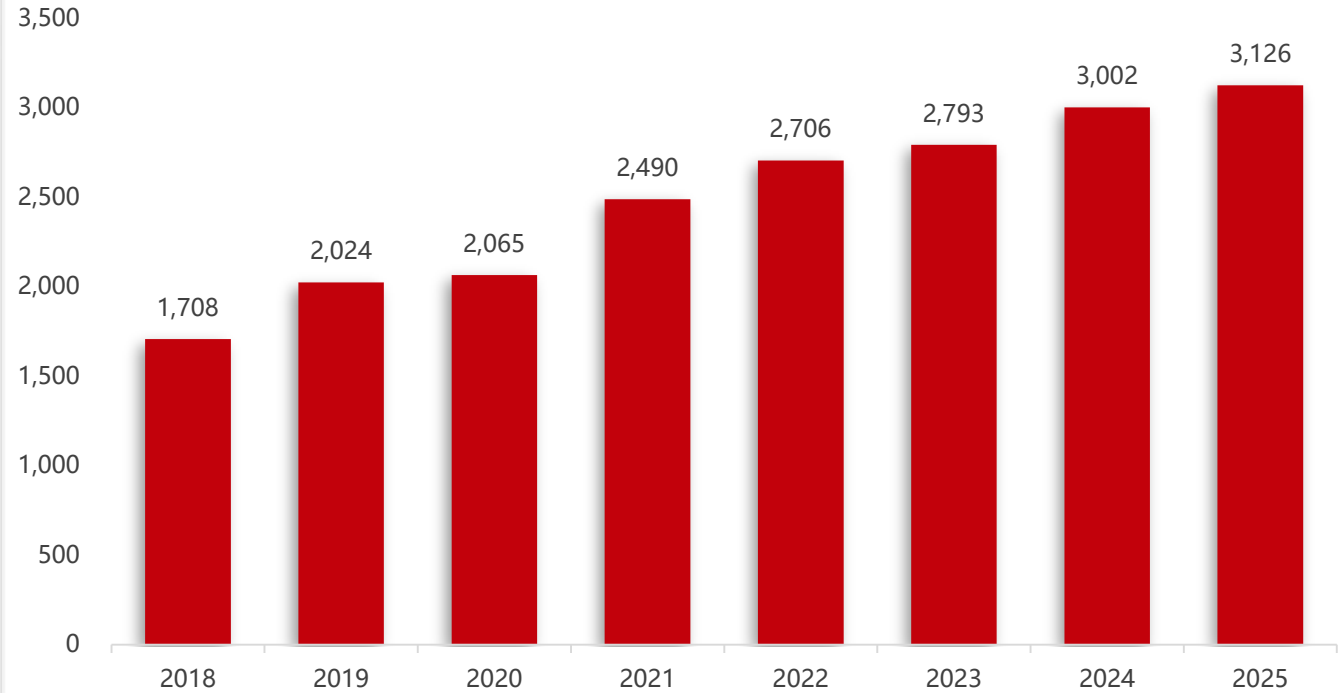


Dog & Cat Market Overview

China's pet industry developed relatively recently. With rising disposable income, evolving lifestyles and consumption patterns, and demographic trends such as population aging and declining birth rates, emotional needs have continued to increase. As pet ownership awareness has shifted and pets have increasingly become companions, the China pet market has experienced rapid growth.

Over the past decade, the market has shown moderate fluctuations while maintaining a steady upward trend overall. In 2025, the urban pet (dog and cat) consumer market reached RMB 312.6 billion, representing a 4.1% year-on-year increase compared with 2024.

2018–2025
China Pet Industry: Dog & Cat Market Trend





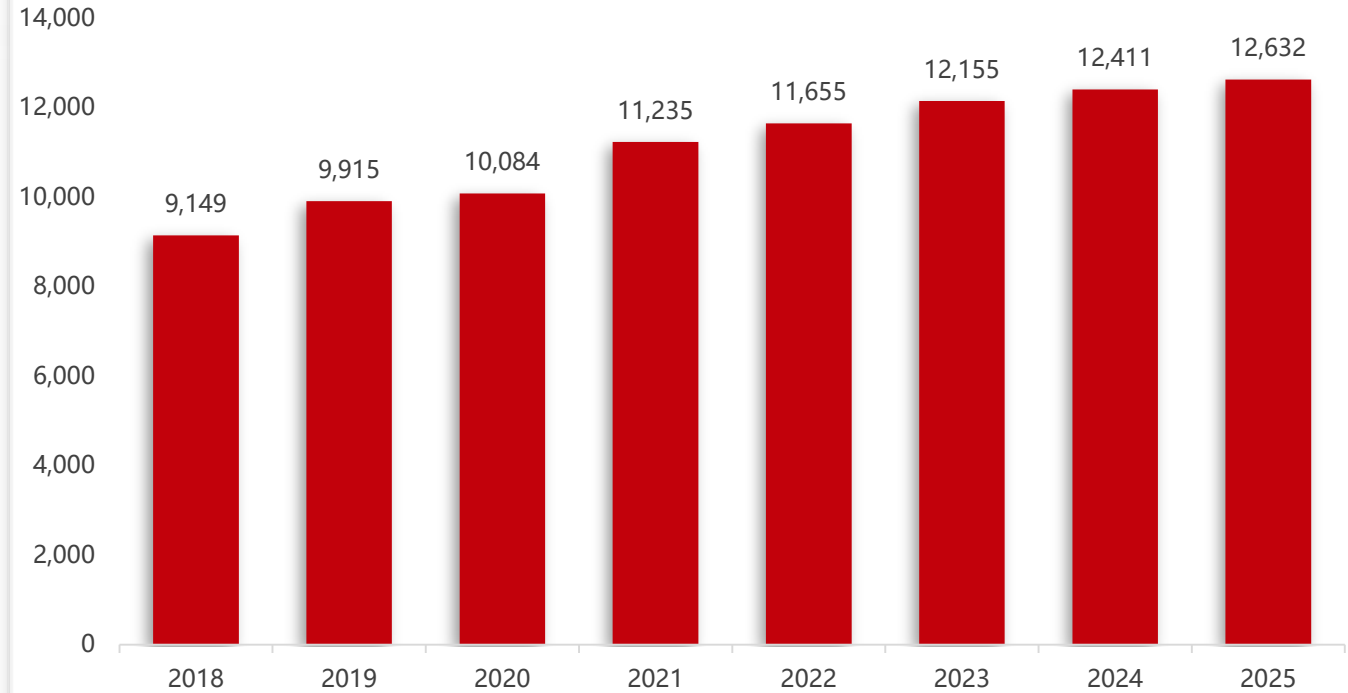
Dog & Cat Population Overview

Dogs and cats account for the vast majority of the pet market in terms of household penetration, overall population, and consumer preference.

Since 2017, the pet population has experienced rapid growth. In 2019, the total number of pets showed a short-term fluctuation, while the cat population continued to rise at a faster pace. By 2025, the urban dog and cat population reached 126 million, representing a 1.8% increase compared with 2024.

Among them, the number of pet dogs reached 53.43 million, up 1.6% year-on-year, while the number of pet cats reached 72.89 million, reflecting a 1.9% year-on-year increase.

2018–2025
China Urban Dog & Cat Population Trend

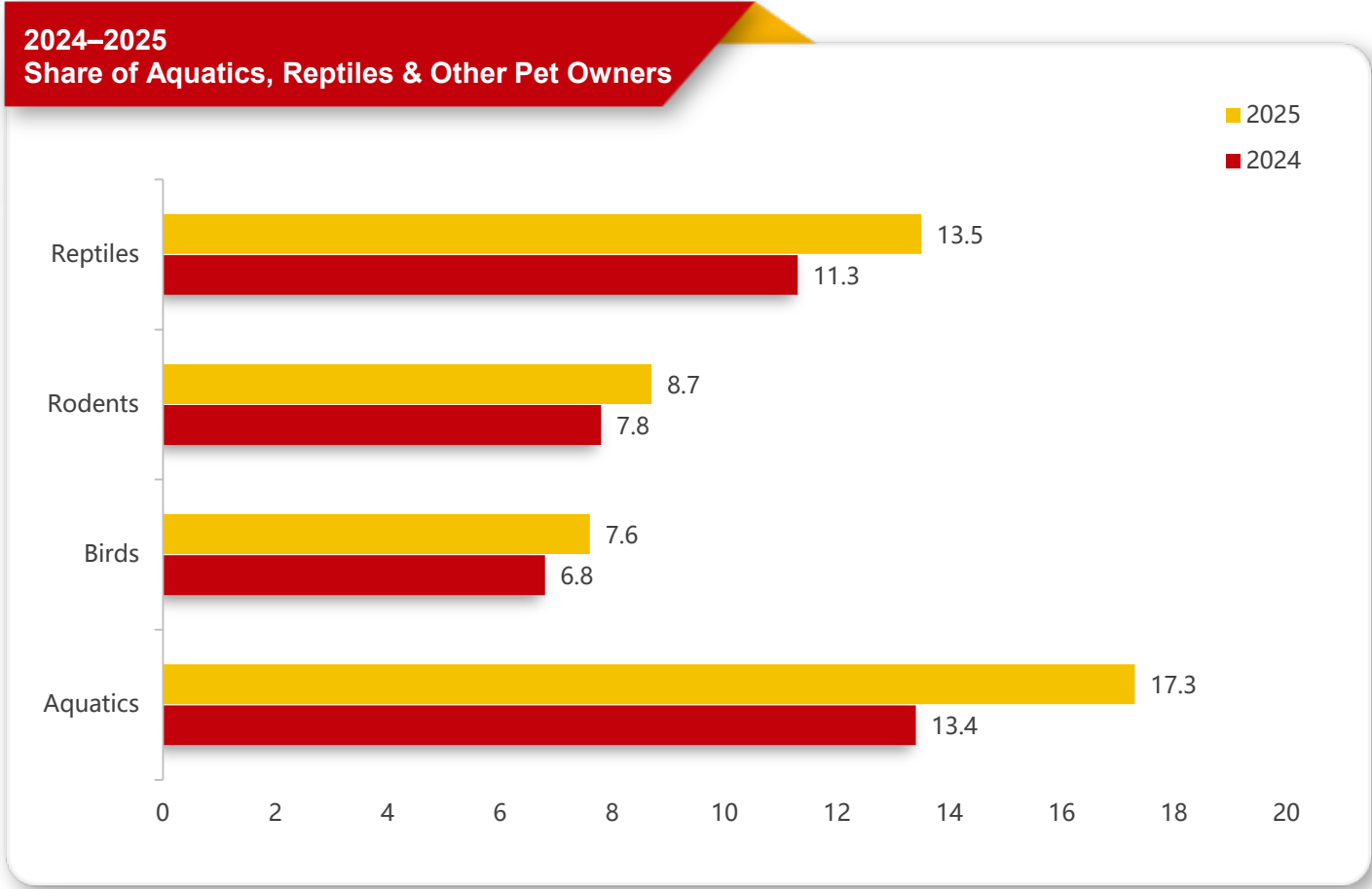




Aquatics & Exotic Pets Overview

As living standards continue to rise, consumers are placing greater emphasis on lifestyle quality and leisure experiences. Driven by this shift, the aquatics sector has emerged and expanded rapidly in recent years, becoming an increasingly visible growth segment within the pet industry.

In 2025, ownership of aquatics and exotic pets continued to increase. The proportion of pet owners keeping aquatics rose by 3.9 percentage points to 17.3%; reptile ownership increased by 2.4 percentage points to 13.5%; bird ownership grew by 0.9 percentage points to 8.7%; and small mammal (rodent) ownership increased by 0.8 percentage points to 7.6%.





Buying Globally *Selling Globally*



China International Pet Show (CIPS)

A global trade platform for pet & aquatics

With nearly three decades of continuous development, CIPS operates today as a global trade platform connecting manufacturers, brand owners, distributors, and etc. across the entire pet and aquatics industry chain.

CIPS provides a professional environment for sourcing high-quality products, identifying emerging trends, and establishing efficient international partnerships — all within a structured, category-complete exhibition system.

Centered around its exhibition platform, CIPS functions as an international marketing and matchmaking hub, welcoming industry professionals from over 125 countries and regions, and facilitating year-round trade dialogue across global markets.

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1997 - 2000

Foundation

Established a dual-sector structure covering both pet and aquatics industries, forming the basis for a category-complete exhibition system that remains in place today.

2000 - 2010

Expansion

As international participation increased, CIPS developed standardized exhibition categories and trade mechanisms, enabling efficient cross-border sourcing and supplier comparison.

2010 - 2025

Ecological upgrading

With the maturation of its exhibitor and buyer network, CIPS evolved into an integrated trade platform, combining exhibitions, conferences, digital tools, and matchmaking services to support decision-making across the full value chain.



Dogs & Cats

Food \ Pet accessories \ Clothes \ Toys \ Smart products \ Training articles \ Nutrition and health \ Grooming \ Medical equipment & medicine \ Burial \ Arts & crafts \ Dogs & Cats \ Others

Aquaria

Tank \ Lighting systems \ Plants \ Filter material \ Ornaments \ Feed \ Medicine \ Ornamental fish & shrimp \ Aquariums \ Aerators, pumps \ Heaters & temperature regulators \ Smart products \ Garden, pond & fountains \ Aquascaping & biotope works \ Arts & crafts \ Water conditioner \ Others

Terraria

Terrariums, furniture \ Ornaments \ Reptiles and amphibia \ Food \ Medicine, health & treatment \ Heaters & temperature regulators \ Lighting systems \ Accessories \ Arts & crafts \ Others

Small animals, rodents

Cages \ Ornaments \ Small animals \ Food \ Medicine, health & treatment \ Grooming \ Litter \ Accessories \ Arts & crafts \ Others

Bird

Cages, aviaries \ Ornaments \ Birds \ Food \ Health, treatment \ Litter \ Accessories \ Arts & crafts \ Others

Other

Associations & NGOs \ Media \ Financial institutions \ Education & training \ E-commerce \ IT, communication technology \ Marketing system \ Inventory supervision & storage \ Transportation \ Customs clearance \ Service \ Others



A Platform for Companies at Every Stage of Growth

CIPS provides a clear position for companies at different stages of development, serving manufacturers, brand owners, distributors, and related supply chain companies seeking to expand in the global market. Each edition of CIPS attracts a broad and stable base of professional buyers from over 125 countries and regions, creating consistent opportunities for global sourcing and business connection.

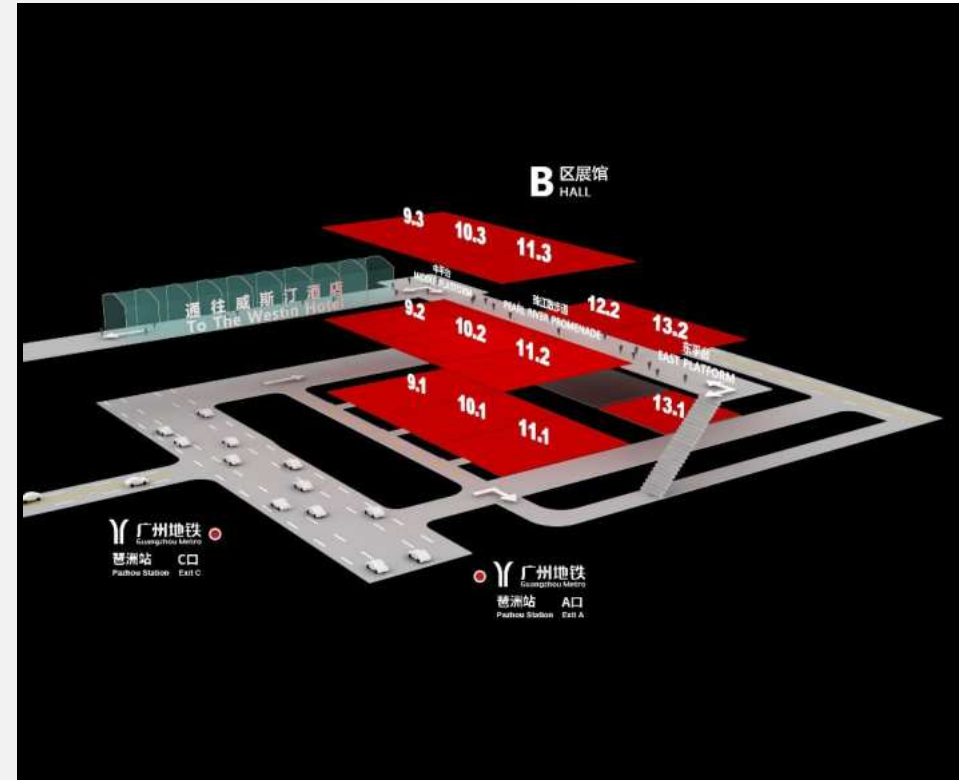
- 1. Covers multiple stages of development, from manufacturing and product development to brand building and market expansion
2. Focuses on industry trends, category evolution, and purchasing logic, helping companies improve market insight and decision-making
3. Emphasizes long-term partnerships and stable channel development to support sustainable business growth

Exhibition Options

Official Booth Pricing: Standard Shell Scheme Booth (Minimum size: 9 sqm)
RMB 1,250 / sqm (one open side)
RMB 1,350 / sqm (two open sides)
RMB 1,450 / sqm (three open sides)
RMB 1,550 / sqm (four open sides)

Indoor Raw Space (Minimum size: 18 sqm)
RMB 1,100 / sqm (one open side)
RMB 1,200 / sqm (two open sides)
RMB 1,300 / sqm (three open sides)
RMB 1,400 / sqm (four open sides)

Mini Shell Scheme Booth (6 sqm): Aquatics & Reptiles Zone
RMB 7,800 per booth





CONCURRENT EVENTS

- The 2nd CIPS International Pet Industry Convention (CIPIC)
- The 3rd Aquatic Industry Convention
- The 5th Global Pet Industry E-commerce Conference
- The 8th "PANGOL" Cup CIPS Global Grooming Conference(CGGC)
- The 3rd CIPS & YUGUO Cross-border E-commerce Pet Supplies Sharing Seminar
- CIPS Pet Industry Traffic Empowerment Conference
- CIPS World Ornamental Fish Championship
- CIPS International Aquascaping Contest
- CIPS International Exotic Pet Championship
- EPCC Exotic Parrot Champion Show
- NEWⁿ New Products Showcase Zone
- The 4th Sustainable Development Themed Zone

The above list presents only part of the concurrent events





The 29th China International Pet Show Post-show Report

Global Trade Platform for
Pet & Aquatics

2025.11.13-16 Guangzhou, China

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100,000m² Displaying Area



1,230 Exhibitors

CIPS is dedicated to providing overseas exhibitors and professional visitors with a stable, efficient and reliable sourcing and cooperation platform.

Leveraging its unique resources and advantages, CIPS adheres to the principle of “Buying Globally, Selling Globally”, building a professional trade platform and injecting sustained momentum into the high-quality development of the pet and aquatics industries.

80% of exhibitors offer OEM / ODM capabilities

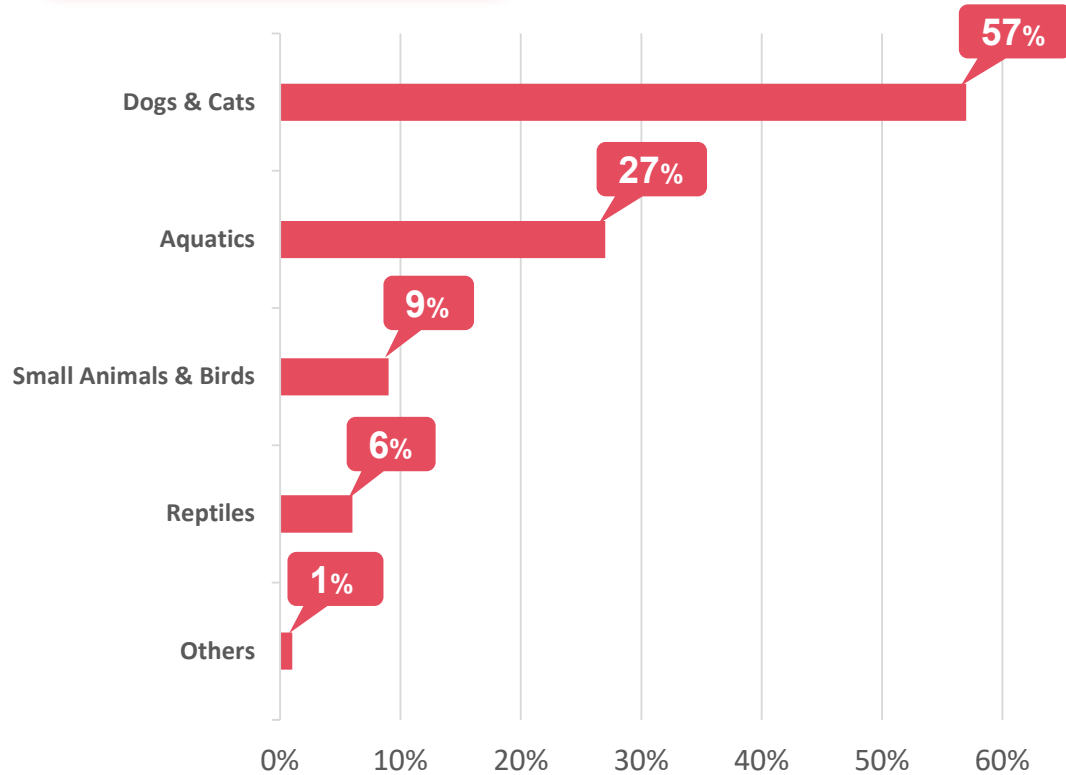
R&D, design, manufacturing and export integrated, with products accounting for 70% of global supply

Exhibitors cover full product categories, including dogs, cats, aquatics, small animals, reptiles and birds

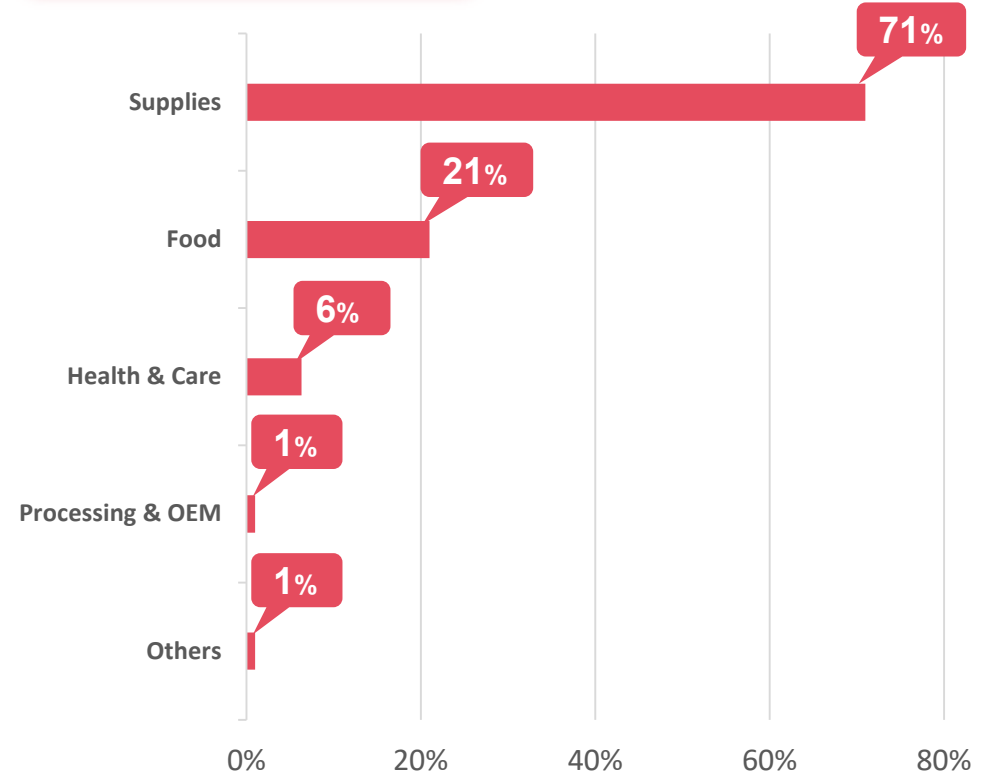
Industry-leading brands and enterprises continue long-term participation

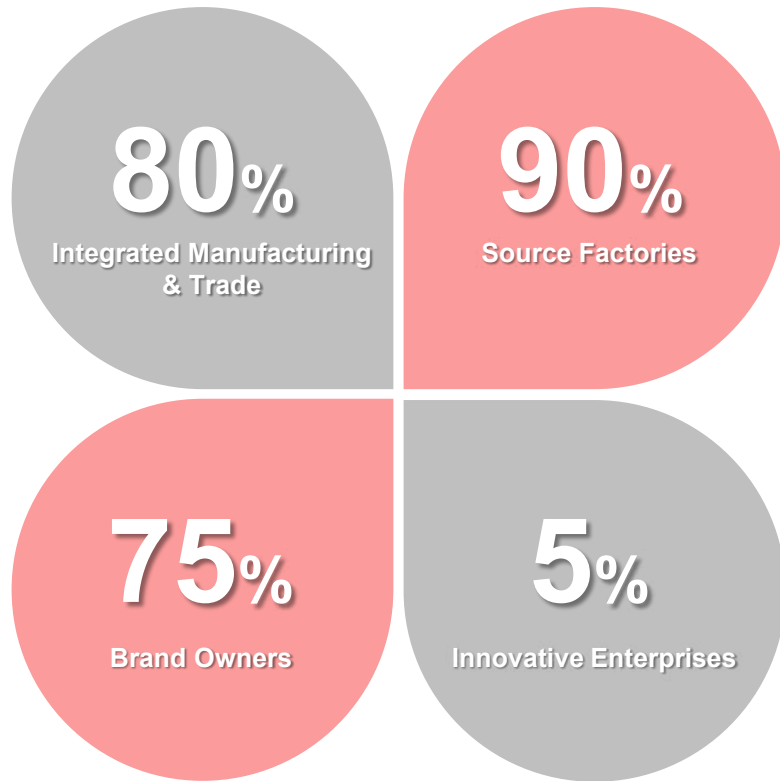


Product Categories



Product Attributes





Top 10 Regions of International Exhibitors



- South Korea
- India
- Germany
- Australia
- Brazil
- Italy
- Russia
- The United States
- Belgium
- Japan



92 %

Reached Core
Target Buyers and
Key Markets



90 %

Satisfied with the
Quality of Professional
Visitors Onsite



94 %

Established New
Business
Connections



97 %

Willing to Participate
in the Next Edition

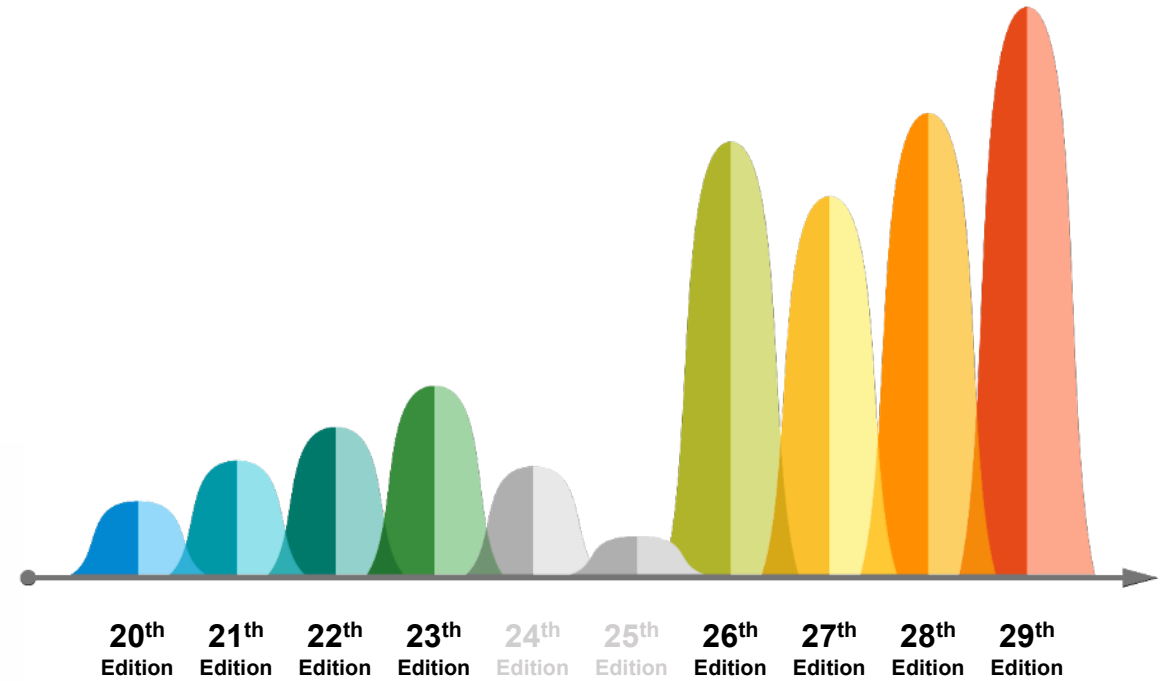


84,890+ Visitors



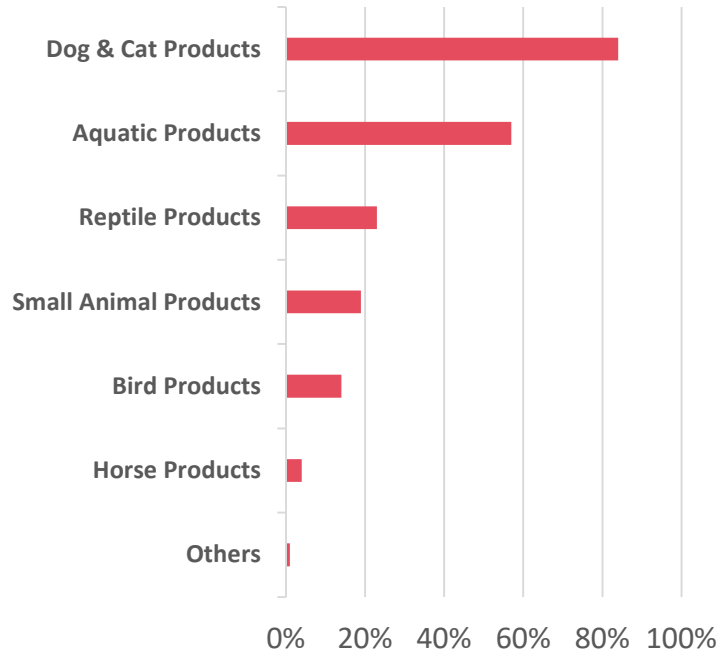
Year-on-year Growth: +21%

The number of visitors continued to grow. Amid increasing uncertainty across global supply chains, CIPS remains a stable, reliable platform for trade and exchange for the global pet and aquatics industries.

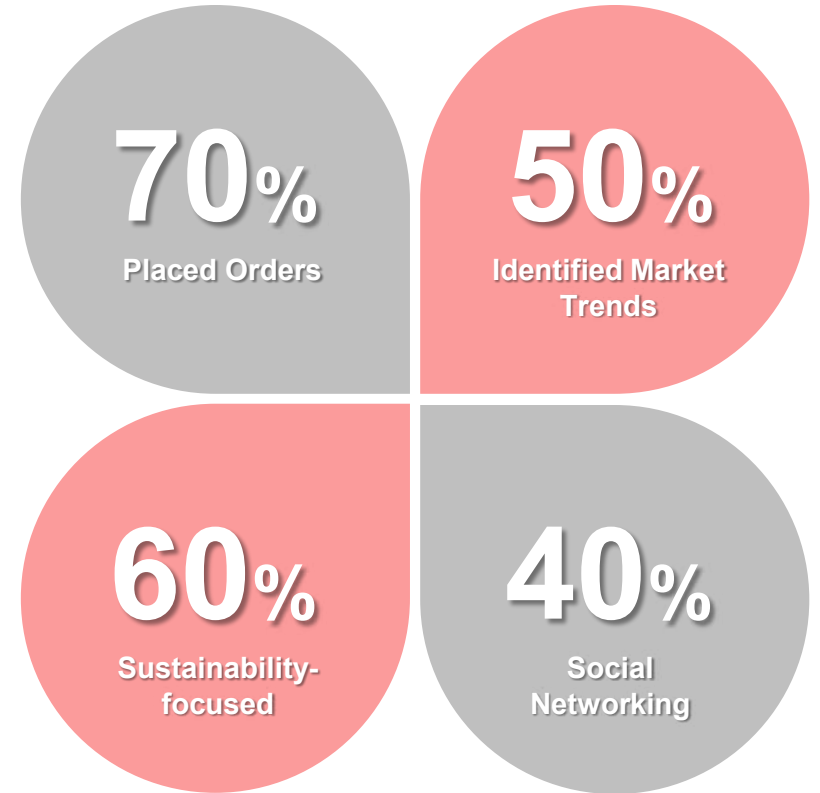
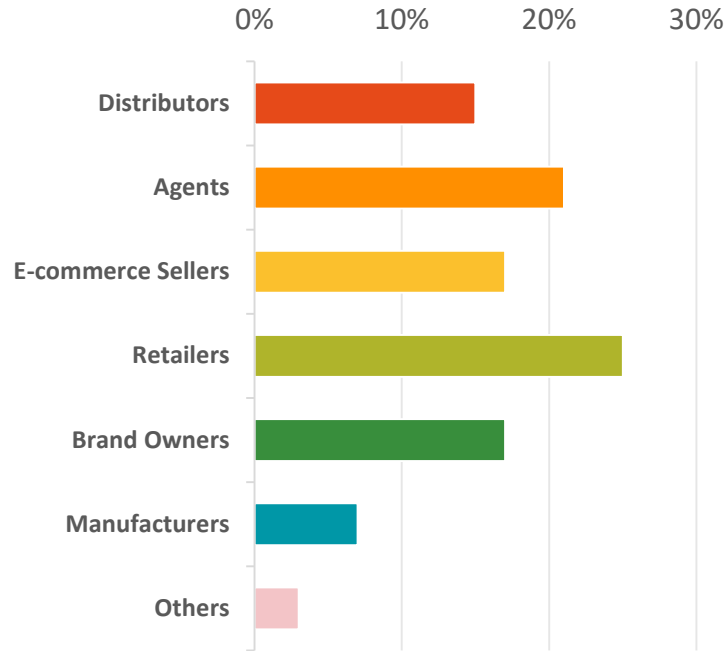




Purchasing Categories

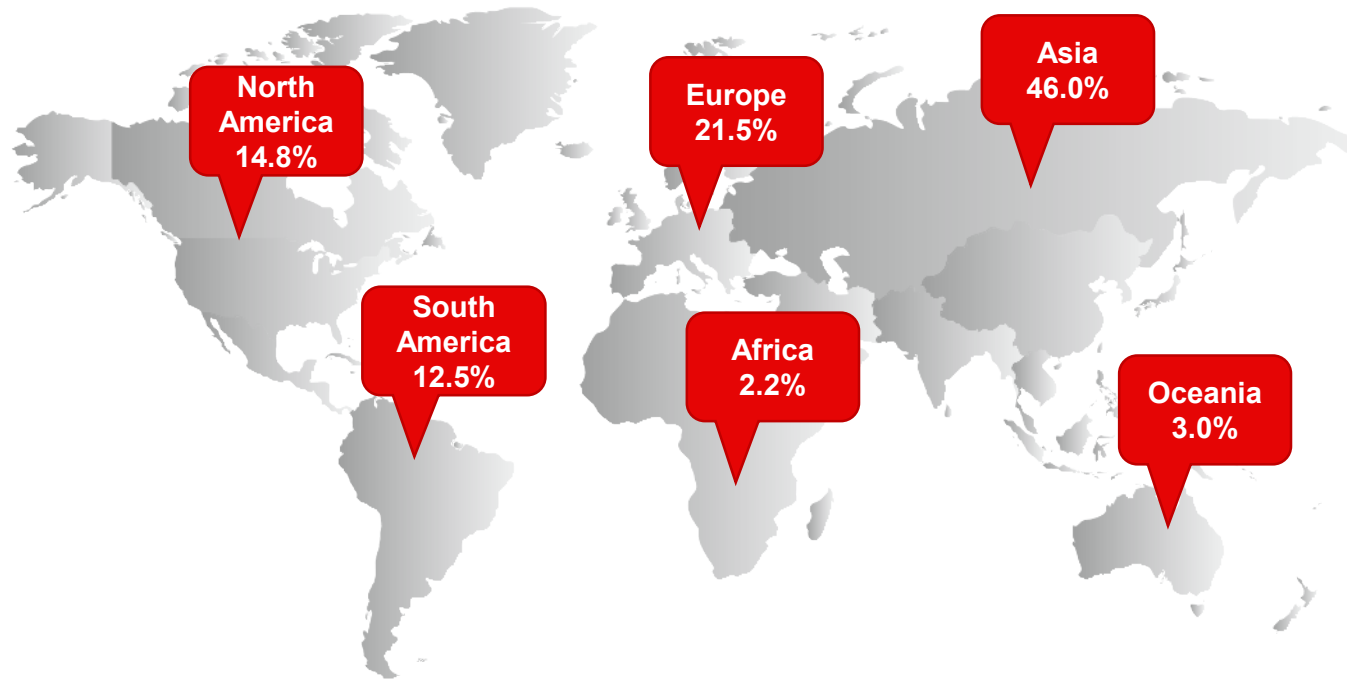


Visitor Profile





Top 10 Overseas Visitor Countries



Malaysia

South Korea

Russia

The United States

Japan

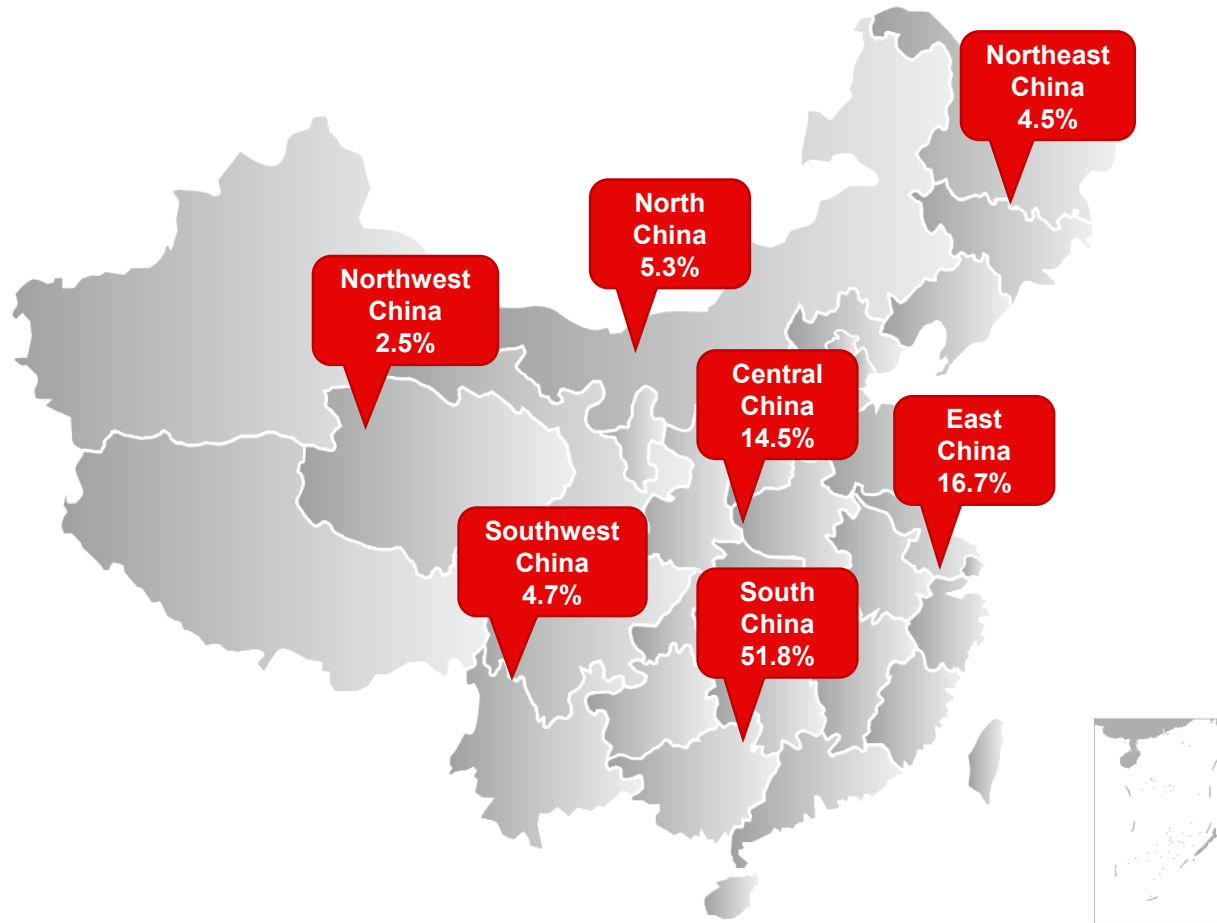
Indonesia

Germany

Australia

The United Kingdom

Singapore



Top 10 Domestic Visitor Provinces

Guangdong

Hunan

Henan

Jiangxi

Zhejiang

Guangxi

Hubei

Shandong

Fujian

Hebei



92 %

Satisfied with the
Exhibition Structure
and Product Coverage



98 %

Willing to Participate
in the Next Edition



95 %

Recognized the Overall
Value of the Exhibition
and Willing to
Recommend to Peers



<https://en.cipscom.com/>

Official Website



Domestic Followers: 24w+

Media Exposure
4,000w+








International Followers: 15w+

Media Exposure
7,500w+



80,000+ Visits During the Show Period
(First-time Online Launch)

-  **MAP**
-  **SEARCH**
-  **MATCHING**
-  **AGENDA**
-  **BADGE**

◀ If you have not downloaded the CIPS Official APP, you may access it here:

- [iOS](#) Version
- [Android](#) Version

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CIPIC - CIPS International Pet Industry Convention

The 2nd Aquatic Industry Convention

The 4th Global Pet Industry E-commerce Conference

The 7th "PANGOL" Cup CIPS Global Grooming Conference



CIPS & YUGUO Cross-border E-commerce Pet Supplies Sharing Seminar

CIPS Pet Industry Traffic Empowerment Conference





- CIPS Global Grooming Conference-Master Demonstration
- The 7th "PANGOL" Cup IGC Companion Cat Grooming and Care National Professional Competition
- The 7th "PANGOL" Cup "Golden Fingers" International Pet Groomer Championship Invitational Tournament
- "PANGOL" Cup CFF International Championship Cat Show
- PFH (Paw For Heal) Therapy Dogs and Cats South China Regional Evaluation
- The 7th China Vocational Colleges Pet Grooming League at the CIPS Global Grooming Conference
- Trace the Pawprints of Time
- Starry Skies with Faithful Paws
- Civilized Pet-Keeping Blogger Selection Contest
- "PANGOL" Cup CFA Purebred Cat Show

- CIPS AARA National Amphibians & Reptiles Professional Championship League: Inaugural Lizard Category Event
- "Clean Cup" China Online Naturalistic Vivarium Landscaping Super League for Amphibians & Reptiles: Masters Summit Exhibition
- Hong Kong Reptile & Exotic Pet Special Zone: Reptile Avenue - Wild Code in Concrete Jungle
- Healthy Wings Cup EPCC Exotic Parrot Breeding Show-Guangzhou
- EPCC Exotic Parrot Champion Show of Guangzhou, China

- CIPS Global Ornamental Fish Championship (Arowana, Tigerfish, Stingray, Goldfish, Betta, Medaka, etc.)
- Chinese Famous Koi Display
- The 3rd Asia Clownfish Competition (China) 2025
- Cichlid and Derivatives Show
- CIPS Biotope Aquarium Contest (CBAC)
- CIPS International Aquascaping Contest (CIAC)
- CIPS International Marine Aquascaping Contest (CMAC)
- CIPS Open Ecological Aquarium Contest (COAC)
- MY SCAPER BUDDIES





NEWⁿ Product Showcase Zone

The 3rd [Green Paw Prints, Love for Earth] Sustainable Development Themed Activity Zone

Trace the Pawprints of Time



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Organizer:

CHINA GREAT WALL INTERNATIONAL EXHIBITION CO.,LTD

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For visitors: licai@chgie.com, +86 13718089865

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Post-Show Report



Pre-register Now

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