



28th PET FAIR ASIA

AUGUST 19-23, 2026 | SHANGHAI, CHINA

Asia's Leading International Hub for the Pet Industry

- Innovations
- Future Trends
- Growing Markets



Hosted by:  **apa**
亚宠会

Organized by:  **GLOBUS**
events

 **ufi** Approved International Event

 **petfair**
asia

Asia's Leading International Hub for the Pet Industry

Innovations | Future Trends | Growing Markets

320,000+ sqm

17
Indoor Halls

10
Outdoor Halls

95
Visiting Countries

2,600+
Exhibitors

130,000+
Trade Visitors

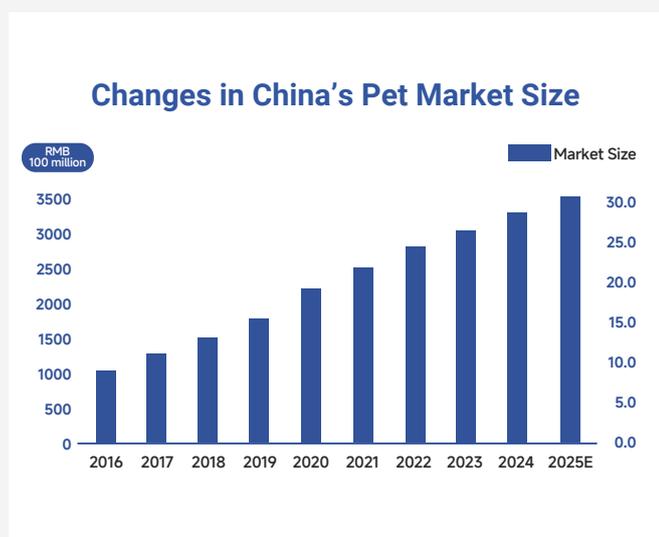
390,000
Consumers



About China Pet Market

Despite macroeconomic headwinds, the Chinese pet market maintained steady growth throughout 2024-2025, driven by its strong emotional resonance with pet owners. According to the Pet Industry Blue Book, China was home to 187 million pets by the end of 2025, with the retail market size surpassing USD 45 billion - a year-on-year increase of over 4.2%. Demand is rising notably for imported products, particularly within the pet health and premium food segments.

This momentum is supported by a proactive policy environment. The Chinese government is actively promoting a “pet-friendly” society, with local authorities implementing measures to create more inclusive environments, such as pet-friendly public transportation and parks.



Growth Drivers

- ✓ **Young pet parents:** Adults aged 18 - 30 make up **65%** of pet owners, bringing a modern, health-conscious, and tech-savvy approach to pet care.
- ✓ **Market penetration:** **65%** of pet owners now live in second-tier cities and smaller towns, showing that China's pet craze is spreading beyond major urban centers.
- ✓ **Pet retail market:** Although pet ownership of around **23%** in China is still below that of developed countries, China already ranks as the **world's second-largest pet retail market**.

Market Trends & Innovations

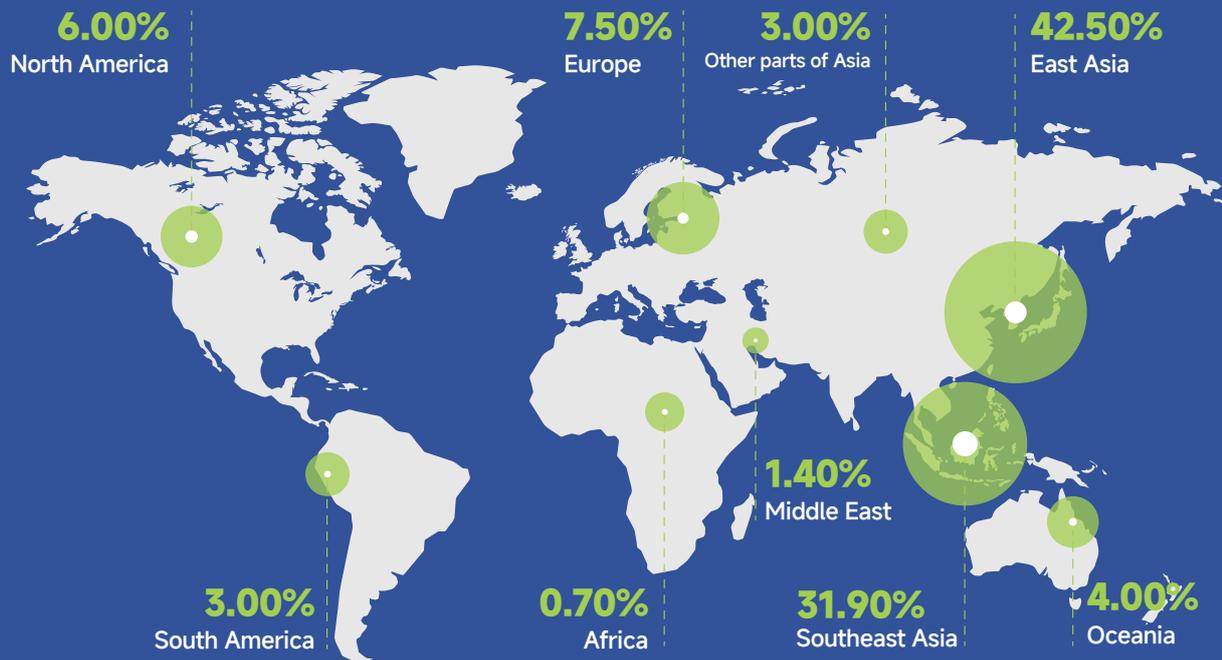
- ✓ **Premiumization and specialization:** Pets are increasingly viewed as family members, driving demand for high-quality and specialized care.
- ✓ **Enriched pet lifestyle:** Pet owners seek full living experiences with pets, both indoors and outdoors.
- ✓ **Cross-industry integration:** Adjacent industries are creating products and services to support living with pets.
- ✓ **AI-driven products:** Technology is becoming a key driver of industry innovation and growth.

Data Source: apa Research Institute

AUGUST IS DESIGNATED AS SHANGHAI'S PET FRIENDLY MONTH



Who Visits?



▶ TOP 10 visiting countries

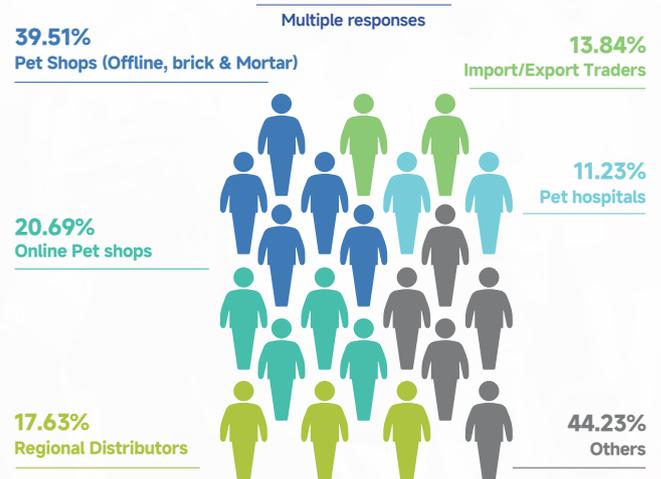
- 1 🇰🇷 South Korea
- 2 🇹🇭 Thailand
- 3 🇯🇵 Japan
- 4 🇲🇾 Malaysia
- 5 🇸🇬 Singapore
- 6 🇵🇭 Philippines
- 7 🇮🇩 Indonesia
- 8 🇦🇺 Australia
- 9 🇻🇳 Vietnam
- 10 🇺🇸 United States

“Pet Fair Aisa 2025 was the best we have ever attended. EzyDog had one of the busiest stands with amazing responses to our thirty-year anniversary, rebrand and new product launches. One standout trend was the volume of attendees from India, Indonesia and Thailand. We also noticed strong momentum from South American buyers. This points to Asia becoming the true **global meeting point** for the pet industry.”

Timothy Hatcher
CEO of Ezydog



Visitor Profile



Others: OEM/ODM 8.26%, Grooming 7.46%, Raw Material and Equipment Suppliers 7.08%, Pet KOLs 6.39%, Media/Association/Government 6.37%, Breeding 6.28%, Veterinary 2.39%



What Did Visitors Say in 2025 ?

United States

“Pet Fair Asia is really amazing at how far advanced the Asian market & the China market have expanded so rapidly over the past years since I was here last. The ingenuity, design & creativity are very amazing here, & we were able to experience this show much more advanced than I would have expected.”

Ronnie Braha
Buyer of PET LIFE LLC

UK

“We are UK distributor specializing in innovative products and pet-related products. We are exploring the smart and beauty series to enter the UK market. Pet Fair Asia is a good platform for us to explore those suitable brands, and we have found innovative ones that we would love to collaborate with.”

Yichun Zhang
Co-founder of TrioX Global

Philippines

“As a new player in the pet market this year, the experience at Pet Fair Asia far exceeded my expectations. The visit was very productive. I am already moving forward with purchase discussions as part of our plans to expand our portfolio and product lines this year.”

Andrei Lorenzo Salta
Owner of Cedar Tree Brand Ventures Inc

Who Exhibits

In 2025, **2,600+** companies & brands showcased their latest products and cutting-edge technologies in a gross exhibiting area of **310,000** sqm.

Participating Brands



*The ranking is in no particular order

What Did Exhibitors Say in 2025?

"I was impressed by the vast number of brands at Pet Fair Asia 2025, many highlighting natural ingredients and a shared goal of supporting pet health and happiness, which aligns perfectly with our own brand's philosophy. The show offered valuable insights into technical innovation and packaging. We like serving this market together with our partners and friends, and we create trust partnerships with pet parents in China."

Hendrik Stenkamp
Head of R&D of BEWITAL PETFOOD GMBH&CO.KG

"We are confident that baked grain, freeze-dried fresh food and frozen products are poised to become the next major trend in the Chinese market. Our enduring and multifaceted partnership with Pet Fair Asia has been instrumental in driving our growth, and we look forward to further strengthening this collaboration to jointly steer the industry's development."

Lu Jialun
Brand Manager of Shanghai Happy Pets Technology Co., Ltd.

International Pavilions

International pavilions play a vital role in shaping Pet Fair Asia as a premier global gateway for the pet industry. Following the successful participation of six pavilions in 2025, we are poised to welcome an even greater number of prospective international pavilions in 2026. [Contact us](#) today to explore how we can help establish your pavilion connection.

2026 Prospective Lineup

New Zealand	Japan	South Korea	Taiwan (China)	the United States
Poland	Canada	Thailand	Australia	

What Did Pavilions Say in 2025?

“There were over 25 Korean companies present at Pet Fair Asia this year. This show is very important for our members. It offers access to China and many Asian countries’ distribution channels and the chance to raise brand awareness among the large number of consumers attending the event. The direct insights into consumer preferences, enables them to adapt products and marketing strategies to China’s dynamic pet market.”

Suh Jung Ho

Secretary General of the Association of Korea Pet Product Export (AKPPE)

“This first Poland Pavilion at Pet Fair Asia featured leading companies specializing in pet food, nutritional supplements and accessories, reflecting the diversity and maturity of Poland’s pet industry as well as its strong commitment to safety, sustainability and premium standards. Polish exhibitors engaged in numerous B2B meetings, establishing valuable connections with distributors, importers and industry professionals from China and across Asia.”

Andrzej Juchniewicz

Chief Representative of Polish Investment and Trade Agency Shanghai Foreign Trade Office



B2B Events

Pet Fair Asia combines high-value B2B networking with direct-to-consumer interaction. This dual-channel model offered two key advantages: securing major international distribution deals while collecting real-time consumer insights. The approach provided immediate commercial outcomes and invaluable market intelligence, helping brands validate product-market fit and shape future strategies efficiently.



15th Asian CEO Summit

- 600+ attendees
- 25 speakers and panelists



Asia Pet Food Summit

- 200 industry experts
- 20+ speakers and panelists



Other events taking place at Pet Fair Asia 2026

- Veterinary
- Supply Chain
- Retail *and more...*



Co-located Shows



Pet Fair Asia Supply



Pet Fair Asia Veterinary

B2C Highlights

GO-TO STAGE FOR PET PRODUCT & BRAND DEBUTS IN ASIA-PACIFIC

The show serves as a vibrant hub of innovation, reflecting the key forces driving the pet industry: the sustained strength of traditional categories like food, supplies, and healthcare, alongside standout emerging trends. These trends—encompassing functional nutrition, fresh diets, smart technology, pet fashion, travel solutions, and co-living concepts—demonstrate the sector's diversity and its capacity to expand into adjacent industries. This expansion generates new business opportunities and shapes contemporary consumer lifestyles.



A major highlight is the **DISCOVERY Zone**, a curated showcase featuring new products and bestsellers launches in China and worldwide within the three months before the show. The show continues to elevate its appeal with the **Pet Fashion Week**, where high-fashion brands set new style benchmarks for furry companions. Another spotlight is **Start-Up Program**, a dedicated platform for newcomers to connect with buyers and gain market traction.



Pet Fair Asia Buyer Club

Pet Fair Asia Buyer Club is an exclusive community of top-tier pet product buyers from all over the world. It is created to reward buyers' trust and loyalty to the show as well as to maximize the efficiency of the engagement with the exhibitors through targeted activities, while enjoying exclusive VIP benefits.

In 2026, we anticipate building on the success of the previous editions by connecting exhibitors with an elite network, including over 100 hand-picked international buyers and 50+ major Chinese purchasing groups. These Buyer Club members will engage in tailored, high-impact activities, such as curated booths visits aligned with buyer demand, structured B2B meetings, and exclusive networking events—all designed to deliver tangible business results.



Hall Plan



Visitor Entrance



Pet Entrance



N1/N2/W4/W5/E5/E6/E7

- Pet Food
- Pet Treats
- Prescription Diet
- Pet Fresh Food

N4 / N5

- International Pet Food
- International Pet Products
- International Veterinary and Pet Healthcare
- International Pavilions

E1

- Smart Home
- Pet Friendly Lifestyle

E2

- Carriers and Travel
- Clothing/Accessories
- Beds and Furniture

W1 / W3 / E3 / E5

- Comprehensive Pet Products

W2

- Comprehensive Pet Products
- Cat's Wonderland

E4

- Small Animals, Reptiles, and Aquarium



N3 / N4

- Pet Healthcare
- Pet Nutritional Supplements
- Veterinary Medicine
- Veterinary Medical Device
- In-vitro Diagnostics
- Test Paper/Reagent
- Veterinary Hospital
- Others



N6 / W6

- OEM/OBM/ODM
- Food Ingredients and Recipe and Additive
- Accessary Foods/Auxiliary Agent
- Inspection, Testing and Certification
- Compliance Consulting
- Others

W7 / W8

- Packaging Materials and Design
- Plastic Packaging Materials
- Metal Packaging Materials
- Textile Packaging Materials
- Label and Printing
- One Product One Code Marketing Traceability
- Others

N9

- Supply Chain Integration

N7 / N8 / W9 / W10

- Food Processing Machinery and Equipment
- Packaging Machinery and Equipment
- Test Equipment
- Conveying Equipment
- Purification Equipment
- Inkjet Marking Equipment
- Robots and Automation Equipment
- Others

W11

- Food Processing Machinery and Equipment
- Packaging Machinery and Equipment
- Test Equipment
- Conveying Equipment
- Purification Equipment
- Inkjet Marking Equipment
- Robots and Automation Equipment
- Machinery Parts
- Hardware Accessories
- Electronic and Electrical Accessories
- Plastic Accessories
- Others

Book A Stand

Raw Space (Minimum 12 m²)

A Area RMB 1,880 / m²

B Area RMB 1,680 / m²

C Area RMB 1,480 / m²



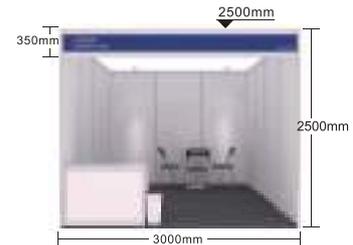
Supply Chain Area RMB 980 / m²
(19-21 August 2026, 3 days only)

Stand Construction Options

*Facilities listed here are for a 12sqm booth.

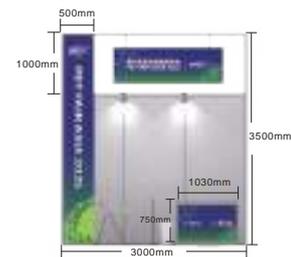
Standard Shell Scheme **RMB 150 / m²**

Information Counter x 1, Folding Chair x 3, Round Table x 1, Wastepaper Basket x 1, Power Socket x 1, Long Arm Spotlight x 2



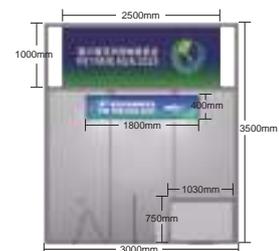
Upgrade Standard Booth **RMB 260 / m²**

Information Counter x 1, Folding Chair x 3, Round Table x 1, Wastepaper Basket x 1, Power Socket x 1, Long Arm Spotlight x 2



Standard Booth with Lightbox **RMB 380 / m²**

Information Counter x 1, Folding Chair x 3, Round Table x 1, Wastepaper Basket x 1, Power Socket x 1, Long Arm Spotlight x 2



Corner Fee **RMB 2,500/Corner**

Information Counter x 1, Folding Chair x 3, Round Table x 1, Wastepaper Basket x 1, Power Socket x 1, Long Arm Spotlight x 2



*For Illustration Only

Advertising Opportunities

Secure a sponsorship package to elevate your brand visibility.

BOOK NOW

PET FAIR ASIA Network

Your Gateway to Asia's Pet Industry



Pet Fair Asia is the flagship event in the Pet Fair Network – a portfolio of shows located in different key markets, serving the growing community of the pet industry in China and the broader Asia region.

PET FAIR EXHIBITIONS

BEIJING | CHINA

PET FAIR BEIJING 2026

March 19 - 22, 2026

China International Exhibition Center (Shunyi Hall)

BEIJING

SHANGHAI | CHINA

PET FAIR ASIA 2026

August 19 - 23, 2026

Shanghai New International Expo Center

SHANGHAI

PET FAIR ASIA SUPPLY

August 19 - 21, 2026

Shanghai New International Expo Center

GUANGZHOU

PET FAIR ASIA VETERINARY

August 19 - 23, 2026

Shanghai New International Expo Center

BANGKOK | THAILAND

PET FAIR SOUTH EAST ASIA 2026

October 28 - 30, 2026

Bangkok International Trade & Exhibitions Center (BITEC)

BANGKOK

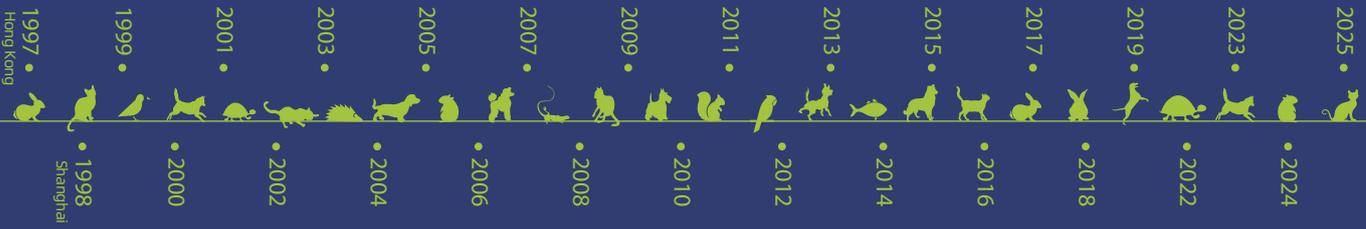
GUANGZHOU | CHINA

PET FAIR SOUTH CHINA 2026

December 11-13, 2026

China import and Export Fair Complex

2026



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#petfairasia