

Key Exhibitors at Petfair Vietnam 2025



VENUE

Saigon Exhibition and Convention Center (SECC)

799 Nguyen Van Linh, Tan My Ward, Ho Chi Minh City

OPENING TIME

10-11/6/2026 | 9:00 - 17:00

12/6/2026 | 9:00 - 16:00

EXHIBITOR PROFILE

• Pet Food & Nutrition

Food for dogs, cats, and small pets; raw materials and additives for pet food production; functional foods, nutritional supplements, packaging, and processing technology for pet food, including machinery and equipment for food manufacturing and packaging.

• Pet Accessories & Supplies

Pet clothing, beds, cages, pet houses, bowls, plates, mats, litter trays, collars, leashes, carriers, harnesses, grooming products, hygiene products, training tools, pet toys, smart devices & care solutions, and accessories for all pet care needs.

• Veterinary Equipment, Pharmaceuticals & Services

Surgical tools, examination devices, diagnostic equipment, pet medicines and vaccines, healthcare products, vitamins & supplements, veterinary clinics, pet hospitals, and pet wellness service providers.

• Aquarium & Aquatic Pet Products

Ornamental fish, aquariums, décor, tanks and furnishings, water filters, oxygen systems, lighting, aquatic pet feed, accessories, health & water care products for fish and aquariums.

• Pet Tech & Digital Solutions

Applications, software, digital platforms for pet health monitoring, smart scheduling, telehealth services, pet tech startups, and innovative technology solutions in the pet industry.

• Others

Pet magazines, media & communication platforms, photography, training services, pet clubs and communities, online stores, e-commerce, and lifestyle products for pet lovers.

PETfair
Vietnam

The 3rd International Trade Fair for The Pet Industry in Vietnam

The B2B Platform in the Fast-Growing Sourcing and Consuming Market

10-12/6/2026

SECC, Ho Chi Minh City



Contact us

Minh Vi Exhibition & Advertisement Services Co., Ltd (VEAS)

8th Floor, Room 803, Citilight Building, 45 Vo Thi Sau Street, Tan Dinh Ward, Ho Chi Minh City, Vietnam

Organizer



Supporters



Activity Co-host



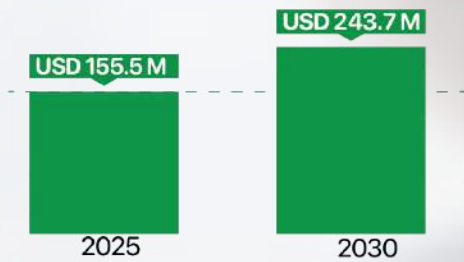
www.petfair-vietnam.com

VIETNAM PET INDUSTRY OVERVIEW

Market Size & Growth

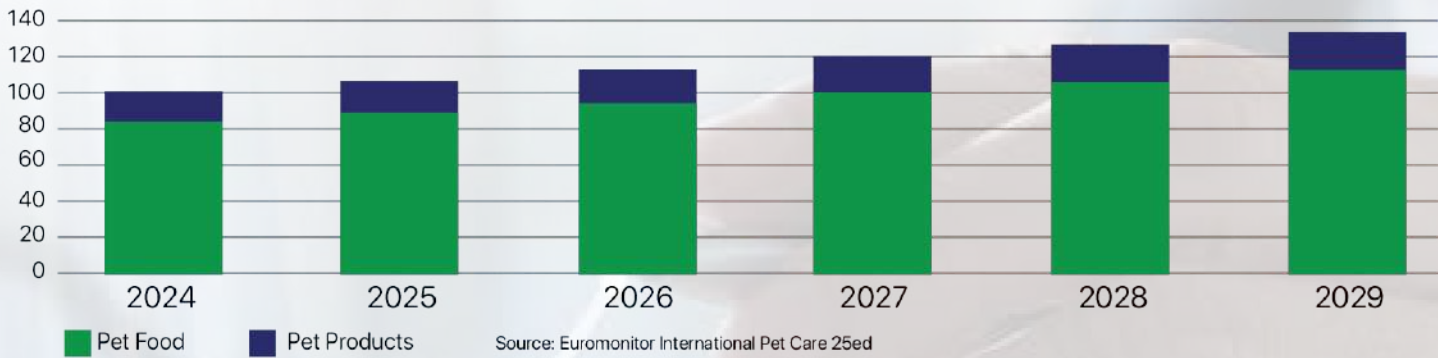
• Vietnam's pet food market is projected to reach USD 155.5 million in 2025, growing at a CAGR of 9.4% to USD 243.7 million by 2030.

Source : Mordor Intelligence



Expected Performance of Pet Care in Vietnam, 2024-2029

Unit: Retail value sales in USD Million

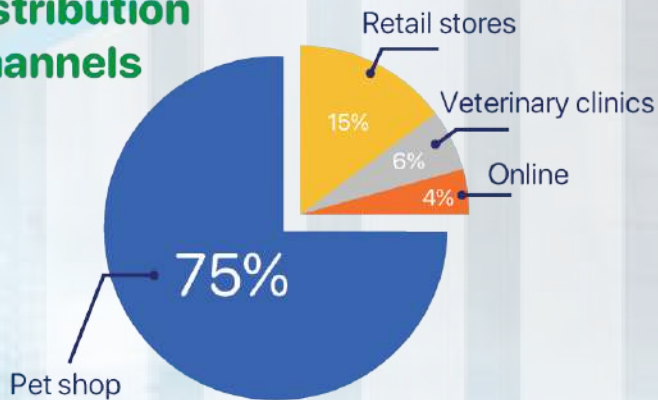


Pet Ownership Trends

- As of 2025, Vietnam has approximately 17 million dogs and cats, with urban pet ownership particularly driven by young professionals and families in cities like Ho Chi Minh City.
- Dogs account for about 45.1% of the total domestic pets, followed by cats at 38%, and other animals at 16.9%.

Source: Ken Research

Pet Product Distribution Channels



Emerging Trends

- There's a growing demand for **premium and specialized pet products**, driven by increasing urbanization and rising disposable incomes.
- **Customized diets** are gaining popularity among young pet owners, reflecting a focus on optimal health and nutrition for pets.

Distribution Channels

- Pet shops dominate the distribution landscape, accounting for 75% of pet product sales.
- E-commerce is emerging, representing 4% of total sales, as consumers seek convenience and a broader range of products.

PETFAIR VIETNAM 2025 & HIGHLIGHTED FIGURES



11,850
TRADE VISITORS



38
COUNTRIES & REGIONS
VISITING



250+
EXHIBITOR & BRANDS



20+
COUNTRIES & REGIONS
EXHIBITING



80%
EXHIBITORS WILING TO
BACK TO PETFAIR
VIETNAM 2026



85%
VISITORS WILLING TO
SEE PETFAIR VIETNAM
2026

Vietnam, China, Korea, Japan, Taiwan, Thailand, India, USA, Philippines, Malaysia, Singapore, Hong Kong, Cambodia, Indonesia, Russia, France, Australia,

ACTIVITIES OVERVIEW



VET ZONE



OPENING CEREMONY



PET RETAIL & E-COMMERCE ZONE



SEMINAR PROGRAM



TRAINING WORKSHOP FOR GROOMING



THE 2ND VSAVA ANNUAL CONFERENCE



AQUARIUM ZONE



CAT SHOW: "SHINE LIKE A MEOW"



PARROT PARADISE



KOREAN PAVILION