

PET*fair*
Vietnam

25-27/6/2025
SECC, Ho Chi Minh City

The 2nd International Trade Fair for The Pet Industry in Vietnam

POST SHOW REPORT



Organizer



Supporters



VSAVA
Vietnam Small Animal
Veterinary Association



www.petfair-vietnam.com

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Welcome to Petfair Vietnam 2025

Petfair Vietnam 2025 is the leading international exhibition for pet care, products, and services in Vietnam.

Bringing together brands, distributors, retailers, veterinarians, breeders, and pet lovers, the show has become a dynamic platform for business, innovation, and industry connections in the Southeast Asia region.

With strong participation from over 250+ exhibitors & brands across 20+ countries and thousands of trade visitors, Petfair Vietnam continues to grow as the key gateway into Vietnam's booming pet market.

From live shows and expert seminar to product launches and B2B programs, Petfair Vietnam 2025 delivered a vibrant and memorable experience for all participants.



Exhibitor Highlights



Exhibitor Overview: Origins & Profiles

Petfair Vietnam serves as a strategic gateway to the fast-growing pet market in Vietnam and Southeast Asia



250+

Exhibitors & Brands



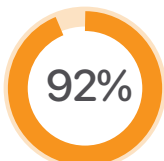
20+

Countries & Regions



5.000 ^{sqm}

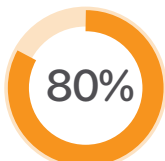
Exhibition Area



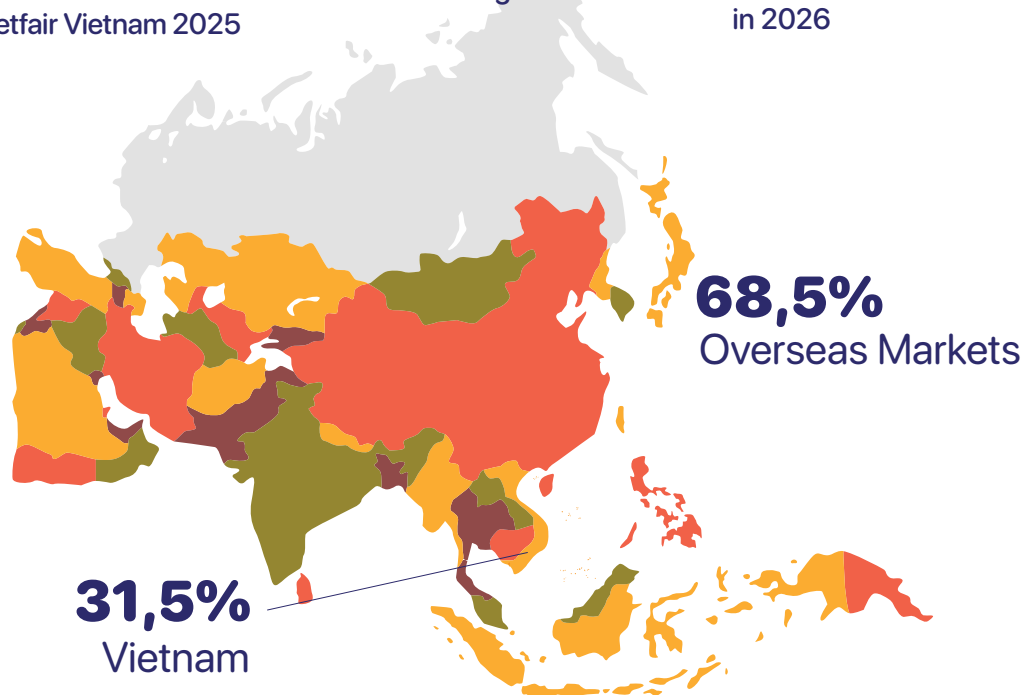
of exhibitors were
satisfied with the
**quality of
professional visitors**
at Petfair Vietnam 2025



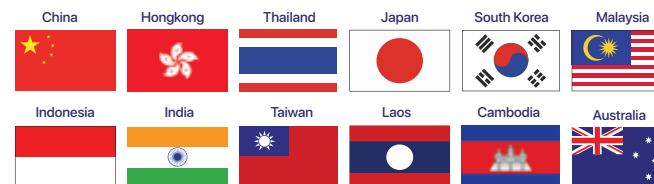
rated their
participation as
effective and beneficial
to their business goals



stated they
plan to return for the
next edition of
Petfair Vietnam
in 2026



Asia & Oceania



Europe



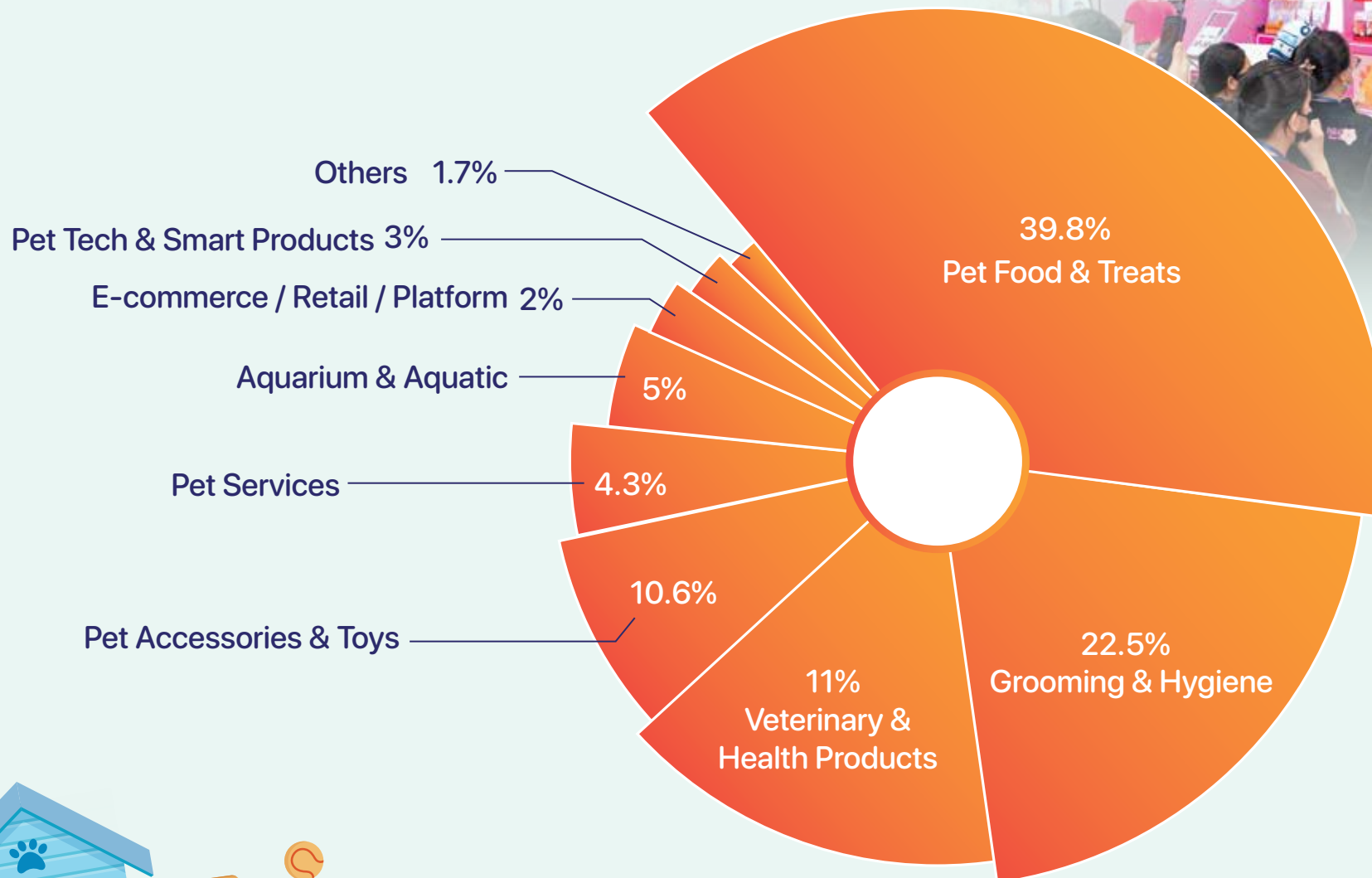
Americas





Product Categories of Exhibitors

Pet Food & Treats continued to dominate at Petfair Vietnam 2025, accounting for over 39.8% of exhibitor offerings. Grooming & Hygiene, Veterinary Health, and Accessories followed, reflecting key growth sectors in Vietnam's pet industry





Visitor Overview & Satisfaction

Petfair Vietnam 2025 welcomed

11,850 trade visitors from

38 countries and regions



of visitors were satisfied with the range and quality of products on display



of visitors found valuable new business contacts during the event



of visitors were decision-makers or involved in purchasing and procurement



Top 10 countries & regions represented by trade visitors

Vietnam



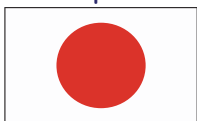
China



South Korea



Japan



Taiwan



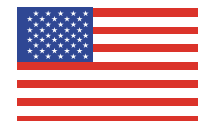
Thailand



India



United States



Philippines

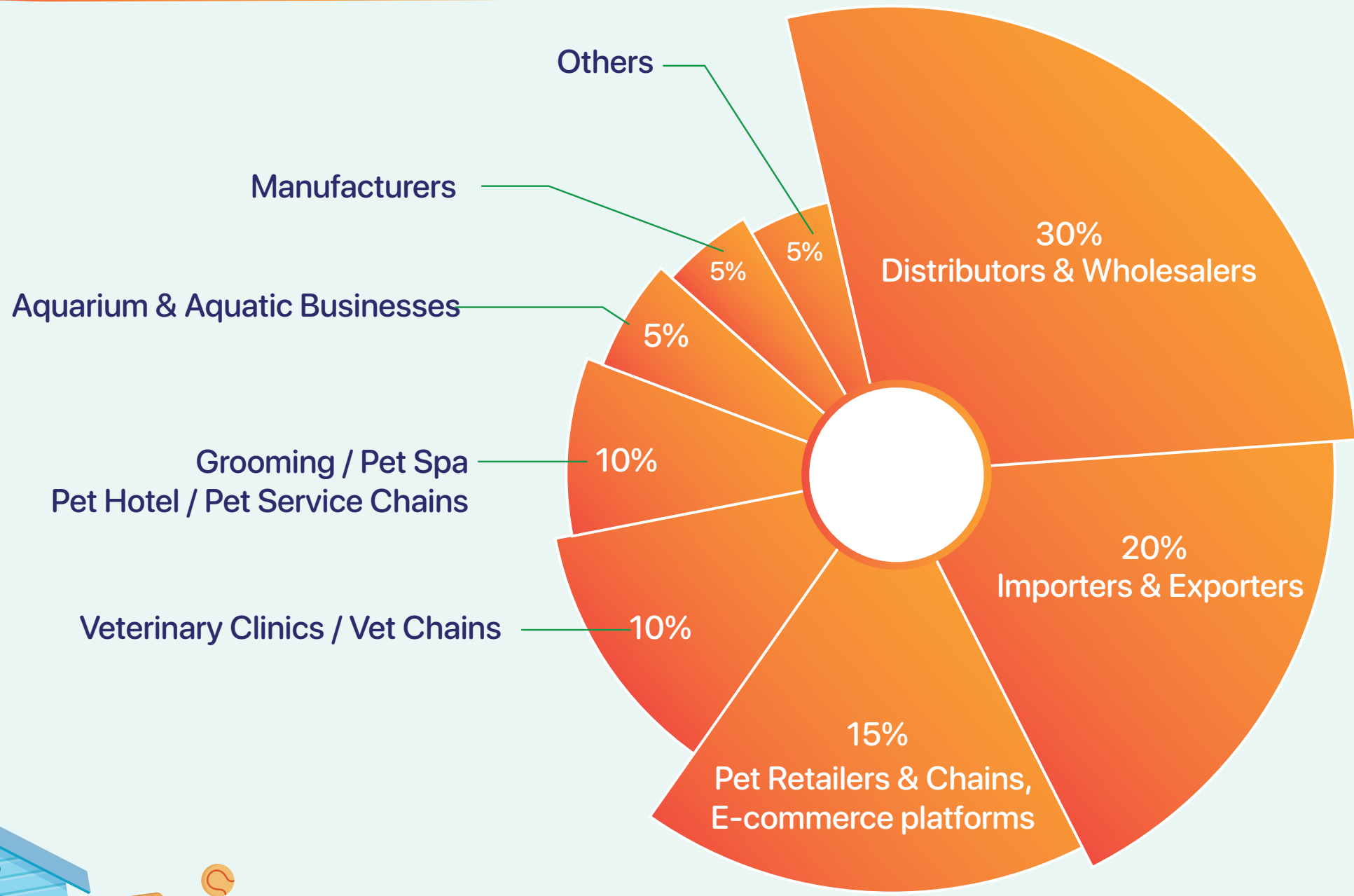


Malaysia



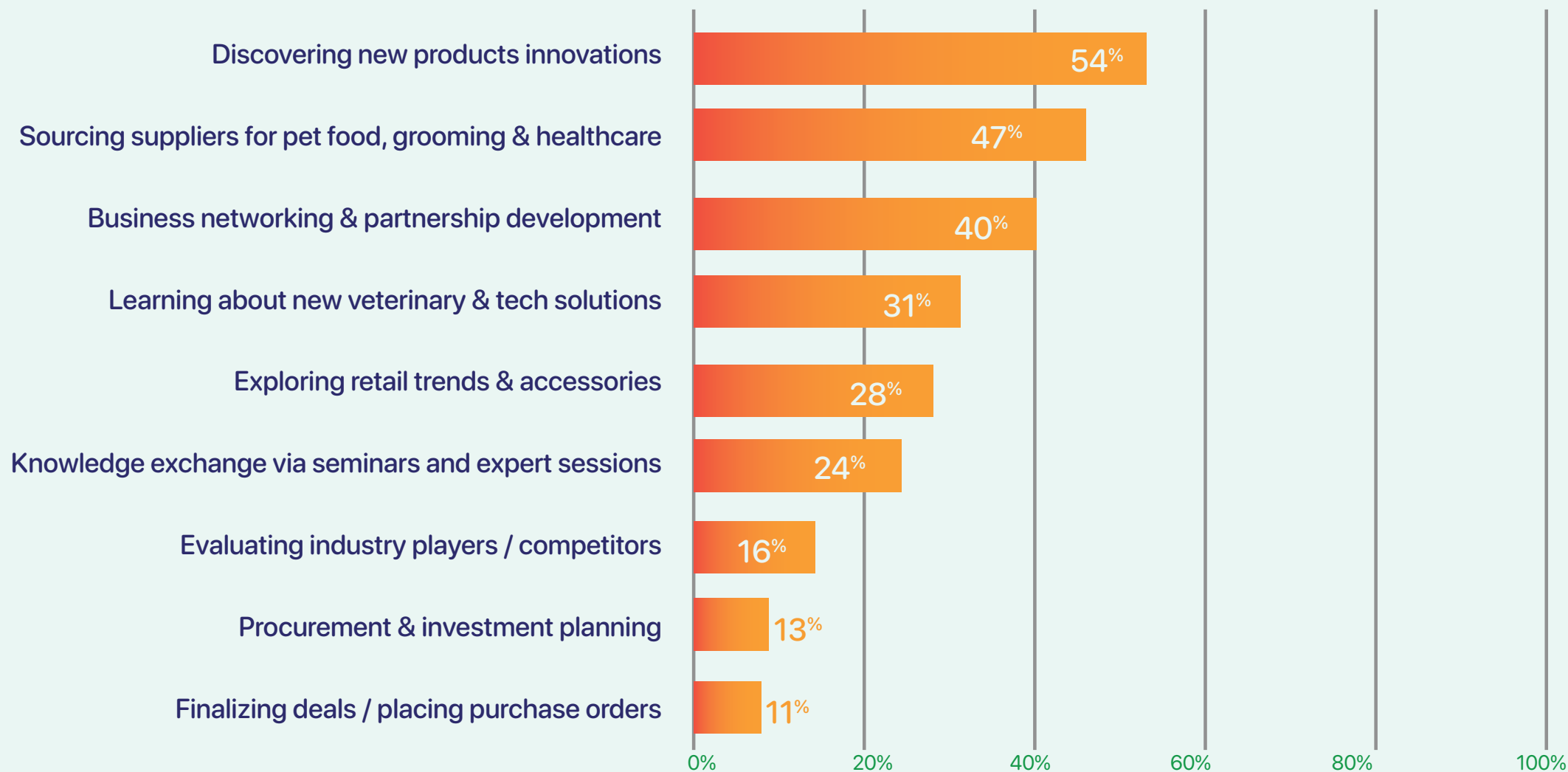


Key Buyer Profile





Main Visiting Reasons





Strategic Media Impact & Audience Engagement



6,299,678

video views, impressions, and online reach were achieved across multi-channel digital platforms (Facebook, TikTok, LinkedIn, Website), highlighting the wide visibility and digital impact of the Petfair Vietnam 2025 media campaign.



40,437

total mentions of the hashtags #PetfairVietnam2025, #PetfairVietnam, #PetfairVN2025 #Petfair2025 were mentioned from January to June 2025, reflecting strong online engagement and industry buzz.



20,000+

promotional emails were targeted B2B email campaigns that reached over 20,000 domestic and international contacts, including importers, distributors, and retailers.

- Average open rate: 37.9%
- Click-through rate (CTR): 10.1%



100+

LCD screens across major office buildings showcased Petfair Vietnam 2025, enhancing brand visibility among professionals and business audiences in key urban locations.



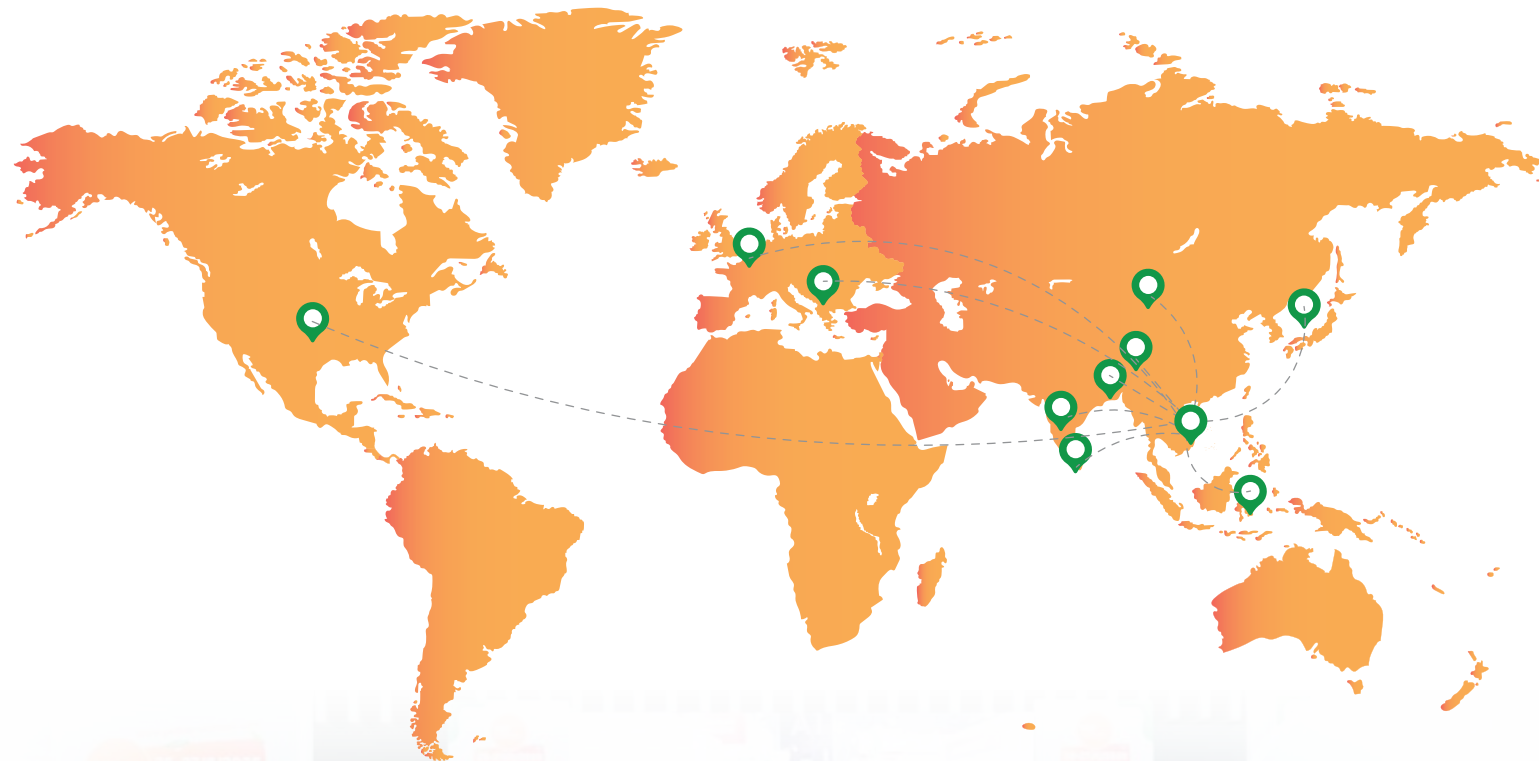
30+

press and media publications, including online news, printed magazines, and national TV





Global Outreach & Media Collaborations



International Media Barter

ecplaza

WorldExpo

EXHIBITION IN RUSSIA
RIDJEY
WORLD
<https://ridjey.ru>

ExpoTobi

Grain Feed &
Milling Magazine

去展网
QUAI AIR.COM

Gazeta
AGRICULTURA

AGRICULTURA

GWPF
世冠会

8TH TAIWAN
SMART
AGRIWEEK

MANUFACTURING
OUTLOOK

FOOD & BEVERAGE
TECHNOLOGY REVIEW

EXPO
GRO
2021

EXHIBITION
2021

JPE
JAKARTAS
PET EXPO
2021

ZOOMARK

Asia Trade Hub

IIPTE
INDIA INTERNATIONAL
PET TRADE FAIR

ma@ca
BolognaFiere

Companion

Gia Cam

Heo

GlobalPETS

ATC

CBS

Inf@trade
IMB@B

PET
EXPO
MALAYSIA

MYFAIR

MEGAFAIR

TOPS
它博会

VIETNAM
MANUFACTURERS

Zampella
PET BUSINESS

zooinform





Highlight Activities



OPENING CEREMONY



PET RETAIL & E-COMMERCE ZONE



CAT SHOW: "SHINE LIKE A MEOW"



THE 2ND VSAVA ANNUAL CONFERENCE



PARROT PARADISE



VET ZONE



TRAINING WORKSHOP FOR GROOMING



KOREAN PAVILION



AQUARIUM ZONE



SEMINAR PROGRAM



Exhibitor & Buyer Testimonials

“Unicharm, a leading pet care product manufacturer from Japan, specializes in pet food and hygiene products. This is our second time joining Petfair Vietnam, a great opportunity to connect with pet shop owners. We look forward to returning in future editions.



Ms. Ngo Thi Lan – Brand Manager
DIANA UNICHARM JSC



“It was a fantastic first day at the show! We met lots of international customers, had great conversations, and connected with many potential partners and major distributors. We look forward to continuing our journey with the exhibition in the coming years.



Mr. Benjamin
Mr. Nguyen Van Thuyen – Co-founder
CBS TRADE LIMITED COMPANY



“We specialize in manufacturing pet toys and leashes made in Vietnam, primarily for export to the Americas and Europe. The scale and industry diversity of this year’s exhibition have significantly improved compared to Petfair Vietnam 2024. Through this event, we’ve connected with many partners not only from Vietnam but also from international markets. We will be back for Petfair Vietnam 2026.



Ms. Ivy Nguyen – Sales Manager
TECHLINK PETS (VIETNAM) CO., LTD.



“We are very pleased to be here in Vietnam for this important exhibition. As an Italian company specializing in high-quality pet food, we had the chance to meet distributors, retailers, veterinarians, and even pet lovers who are interested in premium Italian products. We also connected with several potential partners through this exhibition, which opens up exciting business opportunities for us in the Vietnamese market. Our feelings are very positive, and of course, we will be back at Petfair Vietnam 2026.



Mr. Andrea Battaglia – Junior Export Manager
PET 360 S.R.L.



Buyer

“We are an importer and distributor of pet products in the Vietnamese market. At Petfair Vietnam 2025, we had the valuable opportunity to meet and connect with many potential international partners. We hope to see more events like this in the future, where distributors like us can discover products that are well-suited to the local market.



Mrs. Teppi – Sales Manager
ANDY TRADING SERVICE CO., LTD

“This year, I was impressed by the diversity of product categories at the exhibition — from pet food and smart devices to healthcare products and toys. Many international companies were participating, and I had the chance to meet several promising partners. I hope this will be the beginning of long-term business collaborations. The scale of this year’s show truly left a strong impression on me.



Mr. Jake – Sales Manager
PLANET ASIA COMPANY LIMITED



SEE YOU AGAIN



10-12/6/2026

SECC, Ho Chi Minh City
www.petfair-vietnam.com



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