



CLAIM YOUR PRESENCE & MAXIMIZE YOUR IMPACT



BOOTH OPTION

RAW SPACE (minimum 18 sqm)

Ideal for exhibitors who wish to build their own concepts



SHELL SCHEME (minimum 9 sqm)

Shell scheme includes:

- Wall partition of 2,5 height in white laminated panel
- Fascia with Company name and booth number
- Carpet
- 2 Fluorescent tubes 40W
- 1 Information counter
- 2 Folding chairs
- 1 socket 5 Amp/220V
- 1 Waste basket



PREMIUM BOOTH (minimum 9 sqm)

Includes:

- 1 Top Banner
- 2 Folding Chair
- 2 White wooden Chair
- 1 Round Wood Table
- 1 Lockable Cabinet
- 2 Fluorescent Tubes
- 1 5AMP/220V single phase power socket
- 1 Waste Paper Basket



VENUE

Saigon Exhibition and Convention Center (SECC)
799 Nguyen Van Linh, Phu My Hung, D7, HCMC

TRADE DATE & OPENING TIME

Trade date for B2B | 9:00 - 17:00 | 25 June 2025
Trade date for B2B & B2C | 9:00 - 17:00 | 26 - 27 June 2025

EXHIBITOR PROFILE

Pet Food: Pet Food, Pet Treats, Pet Food Ingredients, Raw materials, Fishmeal, Pet Snacks, etc.

Pet products Manufacturing and Production: Processing technology & Machinery, Packaging material, Pet Packaging & Machinery

Accessories: Pet Clothing, Cages & Houses, Pet Beds, Pet Toys, Bowls & Plates, Leashes & Collars, Nursing Products, Training Products, Grooming Products, Smart Equipment, Cat Products, Transportation Bags & Stroller, etc.

Veterinary Products And Services: Surgical Equipment, Medicated Food, Medicine, Health Care, Vitamin/Supplement, Pet Hospital, Traveling Services, Facilities, etc.

Pet App, software, Start up

Aquarium Product: Ornamental fish, Aquariums, furniture, Illumination, Aerators, filters, pumps Heaters, regulators Measuring instruments, Equipment, ornaments, Plants, Food, Healthcare, supplements, Accessories for Aquaria.

Others: Pet Magazines, Pet Websites, Pet Photography, Pet Apps, Pet Clubs, Pet Shops, Online Shops, Pet Training, etc.

VIETNAM'S LEADING INTERNATIONAL TRADE FAIR FOR THE PET INDUSTRY

The B2B Platform in The Keep-increasing Developing Sourcing and Consuming Market



25-27 JUNE | 2025

SECC, HCMC, Vietnam

www.petfair-vietnam.com

Organizer



Co-organizer



Supporters



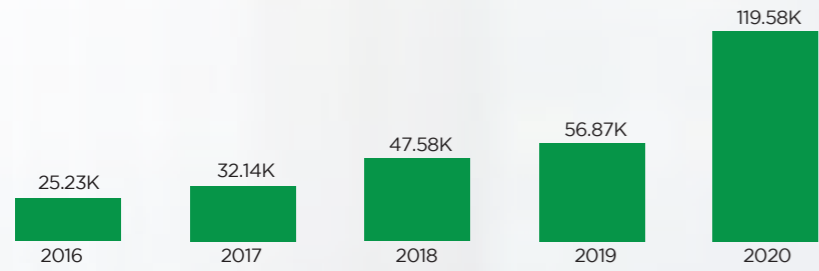
CONTACT US



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SOUTHEAST ASIA & VIETNAM MARKET INSIGHTS

Export of Pet Food Market: Export Value in USD Thousand, Dog and Cat Food, 2016-2020



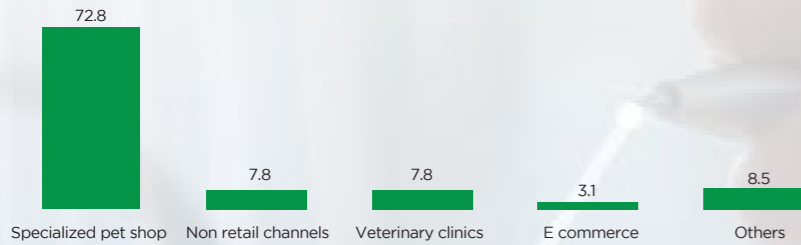
Source: ITC Trade, Mordor Intelligence

The Pet Food market in Southeast Asia is projected to grow by 8.38% (2023-2028)



Source: Mordor Intelligence

Vietnam Pet Food Market: Distribution Channel Share in %, Pet food, 2020



Source: Government of Canada

MARKET PROFILE



Vietnam's pet product manufacturing sectors for export and local markets are developing. According to the International Trade Centre, the United States, China, and Cambodia are the major importers of pet food from Vietnam, with the United States holding a major share. Competition is fierce due to an abundance of inexpensive pet products of low to economical price ranges in the region. International manufacturers from Japan (Hotta) and the United States (RefinedKind Pet Products) have their pet products manufactured in Vietnam through private manufacturing agreements with local Vietnamese OEM companies. All these products are shipped and sold outside Vietnam.

In 2016, market size of Vietnam pet food sector was at US\$29.6 million, then grew to US\$54.5 million in 2020. The projected market size for 2025 is US\$94.2 million. Every category has contributed to the growth of pet foods in Vietnam and will continue to do so. In 2020, over the half of the pet food market was made up of dog food, at 57.6%, followed by cat food at 35.6%.

PETFAIR VIETNAM 2024 & HIGHLIGHTED FIGURES



10,265
TRADE VISITORS



28
COUNTRIES VISITING



200
BRANDS



17
COUNTRIES EXHIBITING

Vietnam, Laos, Thailand, Russia, China, Korea, Japan, India, Turkey, Spain, USA, Singapore, Belgium, Cambodia, Indonesia, Lithuania, Taiwan



80%
EXHIBITORS WILLING TO BACK TO PETFAIR VIETNAM 2025



85%
VISITORS WILLING TO SEE PETFAIR VIETNAM 2025

ACTIVITIES OVERVIEW

