

2ND
EDITION

inter**pet**fest

INT'L PET FESTIVAL & EXPO **VIETNAM**

PSV

INT'L PET SOURCING FAIR **VIETNAM**



SECC, 799 NGUYEN VAN LINH,
DISTRICT 7, HO CHI MINH CITY,
VIETNAM



APRIL 23-26, 2026
09:00AM - 05:30PM

23,24
APRIL



BUSINESS VISITORS

25,26
APRIL



CONSUMER VISITORS

VIETNAM SMALL ANIMAL
VETERINARY
EXPERTS CONFERENCE

VIETNAM SECC
GRAND DOG SHOW

PET
COMPETITION

INTERNATIONAL
CAT SHOW

INTERNATIONAL
FISH COMPETITION

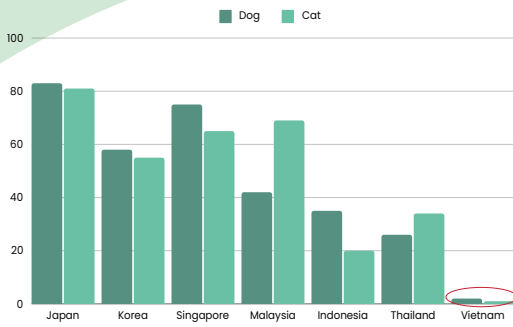
ISCC GROOMING
COMPETITION VIETNAM

PARROT
SHOW



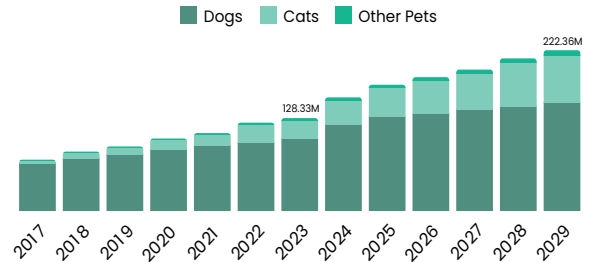
VIETNAM PET MARKET INSIGHTS

Vietnam is a nascent market with low consumer awareness, recently opened up to promising growth. It will follow the developing history of Pet industry same as Thailand's, Korea's, Japan's, with the potential of **growing 20 times more**.



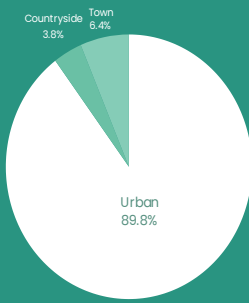
Graph 1. Percentage of dogs and cats consuming packaged pet food in Asia

In 2023, the market size of the Vietnamese pet food sector (all types of pet) was US\$128.33 million. The projected market size for 2029 is US\$222.36 million

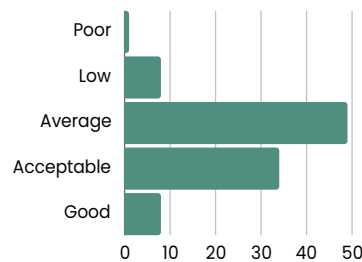
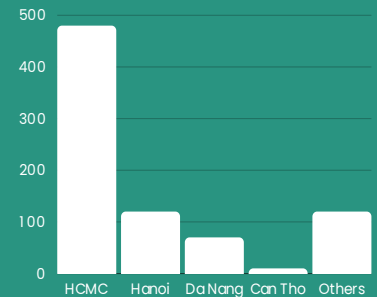


Graph 2. Value of Pet Food by Pet Type, USD, Vietnam, 2017-2029

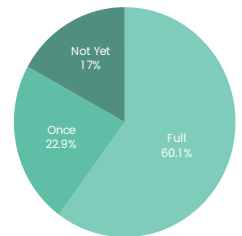
WHERE ARE RESPONSIBLE PET OWNERS?



The exponential trend of pet ownership in Vietnam is particularly pronounced in urban areas, where 89.9% of households now own pets. Cities like Ho Chi Minh City have the highest rates of pet ownership among urban centers.

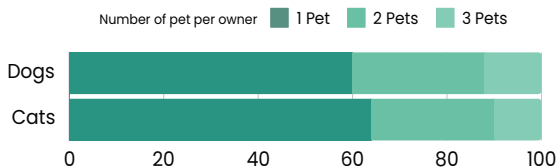


Graph 3. Level of Understanding about Pet Care



Graph 4. Vaccination

Knowledge about pets is improving so more and more owners welcome pets into their homes. They tend to invest more time and effort in educating themselves about proper pet care and nutrition, so they demonstrate a greater willingness to invest in their pets' well-being.



Graph 5. Number of pet each owner has



	2018	2019	2020	2021
Percentage	16.6%	17%	17.2%	17.3%
Number	4.399mil	4.568mil	4.6734mil	4.755mil

Graph 6. Number of Households owning a dog
Analysis 2018 - 2021

	2018	2019	2020	2021
Percentage	11.8%	12%	12.4%	12.5%
Number	3.127mil	3.224mil	3.369mil	3.436mil

Graph 7. Number of Households owning a cat
Analysis 2018 - 2021

Scan here to download
Vietnam Pet Care Research Report

Sources:
Euromonitor International from official statistics
Pet Care in Vietnam by INTAGE VIETNAM LLC
Pety Technology JSC

SHOW OVERVIEW



INT'L PET FESTIVAL & EXPO **VIETNAM** INT'L PET SOURCING FAIR **VIETNAM**

SECC, 799 NGUYEN VAN LINH, D.7, HCMC, VIETNAM



250
BOOTHS



400
BRANDS



12+
COUNTRIES
(EXHIBITORS)



3.000
BUYERS



10.000
CONSUMERS



20+
COUNTRIES
(BUYERS & CONSUMERS)



Thursday - Friday
APRIL 23-24, 2026
09:00AM - 5:30PM
Business Visitor Only



Saturday - Sunday
APRIL 25-26, 2026
09:00AM - 5:30PM
Business Visitor & Consumer Visitor

EXHIBITION PROFILE



PET FOOD & TREATS



PET TOY & ACCESSORY



PET HOTEL & TRANSPORT



PET HEALTH & WELLNESS



PET CARE & GROOMING



PET SHOP & RETAIL STORE



PET GADGETS & TECHNOLOGY



EDUCATION & TRAINING



BREEDER



OTHER RELATED SERVICES

EXHIBITION ACTIVITIES

BIZ-MATCHING



VIETNAM SECC GRAND DOG SHOW 2026

Co-host:



INTERNATIONAL CAT SHOW 2026

Co-host:

To be updated



ISCC GROOMING COMPETITION 2026

Co-host:



INT'L FISH COMPETITION 2026

Co-host:

To be updated



VIETNAM SMALL ANIMAL VETERINARY EXPERTS CONFERENCE 2026

Co-host:



PARROT SHOW 2026

Co-host:

To be updated



PET COMPETITION 2026

Co-host:



interPetfest

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INT'L PET SOURCING FAIR VIETNAM

• GLOBAL PETSHOW TOURS

1. The organizers of InterPetFest & PSV form delegations of Vietnamese buyers and exhibitors to attend well-known pet shows worldwide.
2. Booth promotion of InterPetFest & PSV 2026 at major international pet shows across the globe.
3. The organizers of InterPetFest & PSV visit pet shows in developed countries, we are eager to incorporate new ideas and new technologies into the 2026 edition and focus to expand international networks to benefit exhibitors and visitors.



• OUR LOYAL PARTNERS & SUPPORTERS

Supported by



Sub-event Co-Host:



Overseas Partner:



Media Partner:



Insight Partner:



interPetfest 2025 REPORT



200
BRANDS



100+
BOOTHs



9
COUNTRIES
(Exhibitors)



17
COUNTRIES
(Visitors)



9.163
BUSINESS VISITORS
& CONSUMERS



11.833
CHECK-IN



SCAN HERE
FOR THE SHOW
REPORT 2025

Name: **International Pet Festival & Expo Vietnam**

Organizer: **eventure**
CREATING MOMENTS

Supporter: **PP GMEG**

Date: **February 20-22, 2025**

Venue: **SECC - 799 Nguyen Van Linh St, D.7, Ho Chi Minh City, Vietnam**

Sub-event cohost:



Pet Competition Diamond Sponsor:



ISCC Grooming Diamond Sponsor:



Vet Conference Silver Sponsor:



Strategic Partner:



Overseas Partner:



Media Partner:



2025 CONCURRENT EVENTS

VIETNAM SMALL ANIMAL VETERINARY EXPERTS CONFERENCE (VSAVEC)



Co-host:

189 VETERINARIANS
06 SPEAKERS
10 TOPICS

VIETNAM SECC GRAND DOG SHOW



Co-host:



70 PEDIGREE
30 PHU QUOC
RIDGEBACK

ISCC GROOMING COMPETITION VIETNAM



Co-host:



100 CONTESTANTS
03 JUDGES
From Singapore/China/Korea

PET COMPETITION



Co-Host



250 GAME PLAYERS
13 GAMES

SEMINAR & WORKSHOP

05 PET INDUSTRY SEMINAR SESSIONS
06 ISCC INTERNATIONAL GROOMING SEMINAR SESSIONS
07 PET OWNER WORKSHOPS
1180 AUDIENCES/ 3 DAYS **28** SPEAKERS



EXHIBITOR FEEDBACK



Ms. Lê Thị Hồng Muội
Head of Companion Unit at Sistar Vietnam

2025 marks the first year that Sistar has the opportunity to participate in InterPetFest, an event that connects pet product suppliers with pet owners. This is a highly valuable and engaging networking event. This year, InterPetFest 2025 has already offered a diverse range of activities, including exhibition booths and competitions for pet owners and groomers. I hope that next year, the organizers will consider collaborating with veterinarians to provide health check-up sessions for pet owners attending InterPetFest.



Ms. Đỗ Huyền Trang
Head of Pet Business Department at FivePet Vietnam

Our impression of InterPetFest this year is that it was a grand event, attracting many pet owners as well as small animal veterinary experts, pet shops, and clinics. With such an impressive scale, we will continue participating in next year's event. The quality of this year's program was already excellent, we hope the organizers will continue to expand promotional efforts and provide even more exciting contents in the future for pet owners and industry professionals alike.



Mr. Brice Proteau
General Manager Wello Pet Health Vietnam

I'm very happy to be at InterPetFest, the 1st event that dedicated to pet in Vietnam. I'm happy to be an exhibitor here, I think I'm ready to join next year and sure it will be even better. This is the 1st time SECC allows pet to enter the venue, so we have direct interaction with pet owners. The organizer is doing a good job. In the future, I believe the show will get much bigger.



Mr. Ryan Ann
Management Partner – Eversparkles Pte Ltd – Singapore

InterPetFest has been a fantastic platform for us to connect with potential distributors and expand our network in the pet industry. The event provided valuable opportunities to explore new partnerships, and we look forward to growing our presence in this market.



Mr. Gerald Ettinger
Technical & Marketing Manager at Maxime Pet Food, Aboitiz Foods – Philippines

Thank you and congratulations for your 1st InterPetFest edition. Your event was a big success and on the way to become one the main one-stop B2B/B2C Pet Care event in Vietnam. The objectives were reached: gathering B2B companies to create business opportunities, and providing a place for us to meet and communicate directly with Pet Parents, which was our main goal. We appreciated the organization, coordination, cleanliness and also the traction generated by the Pet Seminar on the first day. Looking forward to partnering again in the future, we are at your disposal to bring the following InterPetFest to the next level in Vietnam.



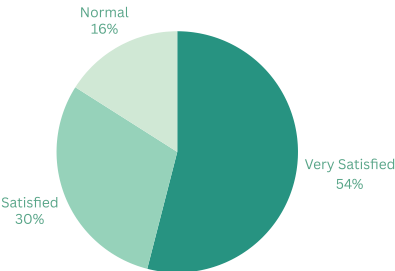
Mr. Surasak Suwannapim
International Sales Manager, Sherwood Corporation – Thailand

We are happy to explore Vietnamese pet market via InterPetFest 2025. It was a fruitful B2B pet expo for us as we have found our future distributors, understood the import procedure, met key business people. I also had a great chance at InterPetFest to know more about pet consumers and trends. We definitely recommend you to join.

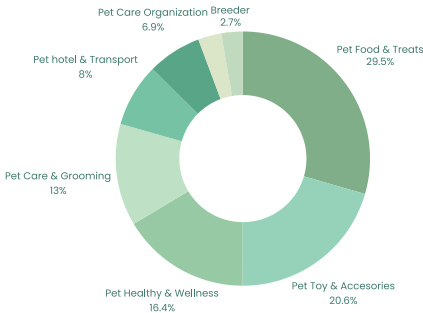
1.436 BUSINESS VISITOR 7.727 CONSUMERS

VISITOR ANALYSIS

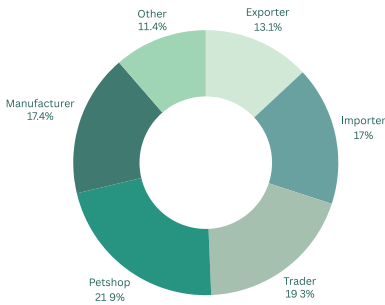
Satisfaction Level



Business Visitor Interested Field



Business Visitor Classification



TESTIMONIAL FROM BUSINESS VISITOR



Mr. Pham Ty
CEO & Founder at ANTEX

I would like to compliment the organizers of InterPetFest for bringing the most professional pet event in Vietnam. The event offers various spaces and activities for both pets and their owners. Since this is the first year, the number of booths is still limited, but it covers a full range of pet products. I believe that the second edition will be even more successful.



Mr. Tran Sinh
Owner & CEO at TASI Academy & TASI Pet Home

I am impressed with InterPetFest because this is the first time in Vietnam that an event has gathered a large number of international pet industry suppliers. I learned about the event three months in advance and planned to attend. At the event, I also had the opportunity to meet many high-quality suppliers.



Owner of "Mê"

InterPetFest left a strong impression on me with its scale, professional competitions, and the presence of many reputable brands. Most notably, this is the first exhibition in Vietnam that allows pets to attend alongside their owners. Thanks to InterPetFest, I had many adorable moments with my meow. I hope this amazing event will continue next year and be even more successful



Owner of "Bắc Thảo"

This was our first big pet event, and we had a great time! It was fun meeting fellow pet lovers and exploring cat products to improve our cat's life. The atmosphere was lively, and we were really happy with the quality of the event. We'd love to join more in the future!



Owner of "Lu"

InterPetFest was such a fun experience! The venue was cool and comfy, which was a huge plus for both pets and owners. There were so many fun activities to join, and I loved seeing all the top pet brands in one place. It's amazing to have an event where we can bring our pets along—I really hope it comes back even bigger next year!

THANK YOU OUR EXHIBITORS, SUPPORTERS, PARTNERS & MEDIA



Invited Media



Website :
www.interpetfest.com



WEBSITE



FACEBOOK



LINKEDIN




INSTAGRAM




TIKTOK

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interPetfest

INT'L PET FESTIVAL & EXPO **VIETNAM**

PSV

INT'L PET SOURCING FAIR **VIETNAM**

April 23-26, 2026 (To be confirmed)
at SECC, 799 Nguyen Van Linh, Dist 7,
Ho Chi Minh City, Vietnam

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