

2ND & 3RD  
EDITION

# interPet

INTERNATIONAL PET EXPO **VIETNAM**

**HIGHLIGHTS:** INTERVET - INTERNATIONAL VETERINARY VIETNAM  
INTERAQUA - INTERNATIONAL AQUARIUM VIETNAM



**17-19 APRIL, 2026**

**NECC, TỬ LIÊM WARD HANOI CAPITAL**



**28-30 AUGUST, 2026**

**SECC, TÂN MỸ WARD HO CHI MINH CITY**

- VIETNAM VETERINARY CONFERENCE
- PET INDUSTRY SEMINAR
- ISCC & ISFC GROOMING COMPETITION
- INTERNATIONAL DOG SHOW

- INTERNATIONAL CAT SHOW (ONLY)
- PET COMPETION & PET SHOW
- INT'L FISH COMPETITION (ONLY)
- PARROT SHOW (ONLY)



FACEBOOK



LINKEDIN

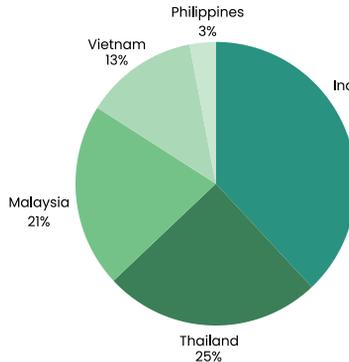


SCAN HERE TO  
DOWNLOAD  
VIETNAM PET CARE  
RESEARCH REPORT 2025

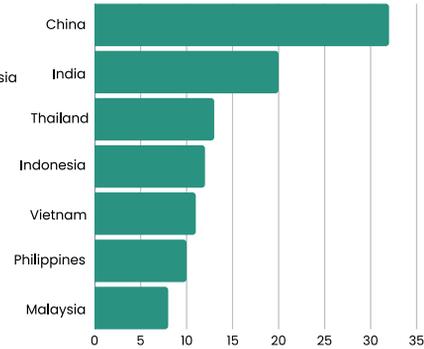
# VIETNAM PET MARKET INSIGHTS

## VIETNAM PET MARKET SIZE

The pet market in Southeast Asia has reached a total value of **USD 4 billion** — with **Vietnam contributing around 13%** of that figure, equivalent to approximately **USD 500 million**. Market insights further reveal that pet ownership in Vietnam is on a rapid rise. With an expected annual growth rate of 11%, the Vietnamese pet industry is poised for strong and sustained expansion, reflecting both its vast potential and growing market share.

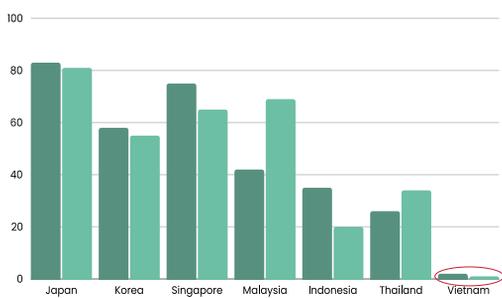


Graph 1. Emerging Market Growth SEA



Graph 2. Market Size Pet care 4 Billion USD

## PET FOOD MARKET SIZE

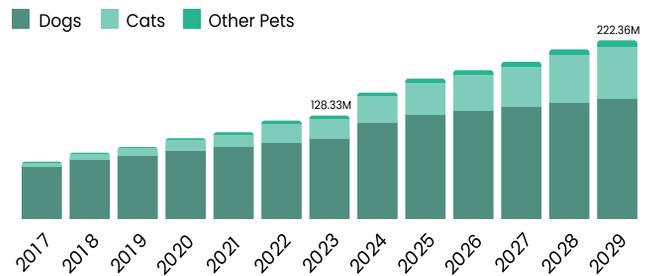


Graph 3. Percentage of dogs and cats consuming packaged pet food in Asia

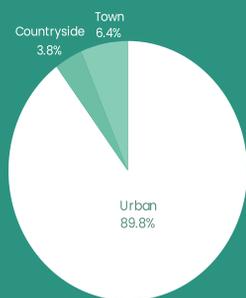
In 2025, the market size of the Vietnamese pet food sector (all types of pet) was USD 155.5 million. The projected market size for 2030 is USD 244 million. This Graph 4. shows the strong growth trajectory and highlights the substantial development potential of Vietnam's pet industry in the coming years.

## VIETNAM, EMERGING PET MARKET

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 4. Value of Pet Food by Pet Type, USD, Vietnam, 2017–2029



## VIETNAMESE 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.

## DOG AND CAT POPULATION

As of 2024, Vietnam is home to around 17 million dogs and cats, with urban pet ownership on the rise—especially among young professionals and modern families in major cities like Ho Chi Minh City. This growing trend is fueling robust demand for pet food and care products, unlocking tremendous opportunities for market expansion.

## DISTRIBUTION CHANNELS

In Vietnam, pet products are mainly distributed through pet shops (72–75%), followed by supermarkets (16–18%) and e-commerce (3–4%). Veterinary clinics account for around 6–7%, with online channels expected to grow significantly in the coming years.



## VIETNAMESE PET CONSUMER TRENDS

Up to 45% of pet owners spend over 25 USD per month on their pets, with 54% allocating their budget to grooming services such as spa and trimming. Meanwhile, premium pet food accounts for over 60% of market revenue, driven by growing demand for organic, grain-free, and breed-specific products.

2ND & 3RD EDITION



## HIGHLIGHTS:

INTERVET - INTERNATIONAL VETERINARY VIETNAM  
INTERAQUA - INTERNATIONAL AQUARIUM VIETNAM



NECC, TỬ LIÊM WARD HANOI CAPITAL

17 APRIL, 2026 B2B ONLY

18-19 APRIL, 2026 B2B & B2C



150 BOOTHS



200 BRANDS



7 COUNTRIES (EXHIBITORS)



6.000 VISITORS



2.000 BUYERS



10 COUNTRIES (BUYERS & VISITORS)



SECC, TÂN MỸ WARD HO CHI MINH CITY

28 AUGUST, 2026 B2B ONLY

29-30 AUGUST, 2026 B2B & B2C



250 BOOTHS



400 BRANDS



12 COUNTRIES (EXHIBITORS)



10.000 VISITORS



3.000 BUYERS



20 COUNTRIES (BUYERS & VISITORS)

## EXHIBIT PROFILE



PET FOOD & TREATS



PET TOY & ACCESSORY



PET CARE & GROOMING



PET HEALTH & WELLNESS



AVICULTURE PRODUCTS



AQUATIC PRODUCTS



PET GADGETS & TECHNOLOGY



PET SHOP & RETAIL STORE



EDUCATION & TRAINING



PET BREEDING



PET HOTEL & TRANSPORT



OTHER RELATED SERVICES

## INTERPET VIETNAM'S ECOSYSTEM OF SUCCESS

Organizer: **e/venture** **GMEG**

Supporter: **IPP**

Event's Co-Host:



Strategic Partner:



Overseas Partner:



Media Partner:



Invited Media:



Insight Partner:



- **BIZ-MATCHING:** Ha Noi Capital: 50 International Invited Buyers  
 Ho Chi Minh City: 100 International Invited Buyers



• **COMPETITIONS & SHOWS**

 <b>INTERNATIONAL DOG SHOW</b> HANOI WINNER DOG SHOW VIETNAM SECC GRAND DOG SHOW (ONLY) Co-host: 	 <b>INTERNATIONAL CAT SHOW 2026</b> Co-host: <b>WCF VIETNAM BY AVF</b> 	 <b>ISCC &amp; ISFC GROOMING COMPETITION 2026</b> Co-host: 	 <b>INT'L FISH COMPETITION 2026</b> Co-host: 	 <b>VIETNAM VETERINARY CONFERENCE</b> Co-host: 	 <b>PET COMPETITION &amp; PET SHOW</b> Co-host: 	 <b>PARROT SHOW 2026</b> Co-host: <b>TBA</b>
--	---	--	--	--	---	---

• **ROADSHOW TOURS**

**A. GLOBAL TOUR**

1. The organizers of InterPet Vietnam form delegations of Vietnamese buyers and exhibitors to attend well-known pet shows worldwide. 📍
2. Booth promotion of InterPet Vietnam at major international pet shows across the globe. 📍
3. The organizers of InterPet Vietnam 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. 📍

**B. LOCAL PROMOTION EVENT**

Aiming for the development of Vietnam's pet industry, the organizers of InterPet Vietnam not only facilitate business connections within the pet sectors, bring global pet trends but also carry the mission of enhancing consumer knowledge, encouraging the growth of the pet-owning population, and shifting public perception of pets in Vietnam. This is achieved through organizing community events such as **MallPetFest** (Pet events at shopping malls) and **Dogathon** (community run with dog).



# interPetfest 2025 FIGURES

1<sup>ST</sup> EDITION

**200**  
BRANDS

**100+**  
BOOTHs

**9**  
COUNTRIES  
(Exhibitors)

**17**  
COUNTRIES  
(Visitors)

**9.163**  
BUYERS & VISITORS

**11.833**  
CHECK-IN

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

Date: **February 20–22, 2025**

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

Organizer: **eXventure GMEG**

Sub-event cohost:

Pet Competition Diamond Sponsor: **maxime Elite** PREMIUM CAT FOOD **maxime Elite** PREMIUM DOG FOOD  
Vet Conference Silver Sponsor: **12**

ISCC Grooming Diamond Sponsor: **ARTERO T2GROOM**



SCAN HERE FOR THE POST SHOW REPORT 2025

## 2025 CONCURRENT EVENTS



### ISCC GROOMING COMPETITION

**100 grooming contestants** have competed in front of **3 international judges** for the title of top grooming talents.

Co-host:



### VIETNAM SECC GRAND DOG SHOW

**70 pedigree dogs** competed in front of **6 international FCI judges**, showcasing world-class standards in Vietnam.

Co-host:

### SEMINAR & WORKSHOP

**3 days, 28 speakers, 18 sessions, and 1,180 attendees** — a true knowledge hub for the pet business & community.



### PET COMPETITION

**250 players** competed **13 exciting pet games**, making it a lively and engaging showdown.

Co-host:



### VET CONFERENCE

A record **189 veterinarians** joined a 2-day program covering **10 topics**, led by **6 expert speakers**.

Co-host:



### GROOMING WORKSHOP

**6 grooming experts** trained and inspired **118 participants** through hands-on sessions and insights

Co-host:

# 2025 EXHIBITOR FEEDBACK



**Ms. Lê Thị Hồng Huệ**  
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.



**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.



**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. 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 of 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. 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.

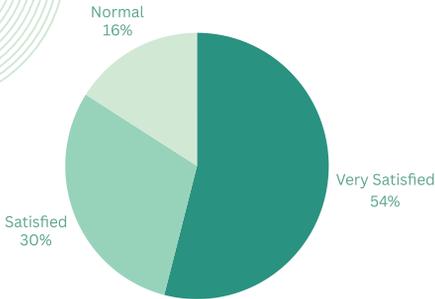


**Mr. Surasak Suwannapim**  
International Sales Manager, Sherwood Corporation - Thailand

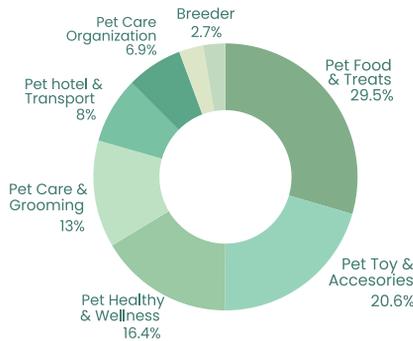
We are happy to explore Vietnamese pet market via InterPetFest 2025. It was a fruitful B2B pet expo for us as we have found our future distributors, understood the import procedure, met key business people. I also had a great chance at InterPetFest to know more about pet consumers and trends. We definitely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

**1.436 BUSINESS VISITORS** **7.727 VISITORS**

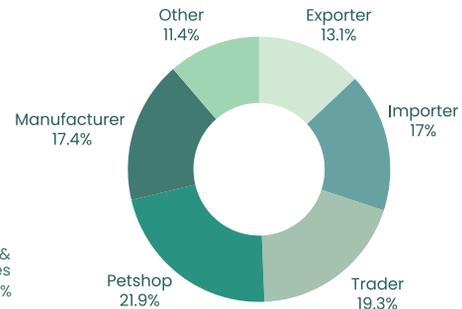
## Satisfaction Level



## Business Visitor Interested Field



## Business Visitor Classification



## TESTIMONIAL FROM BUSINESS VISITOR & 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.



**Ms. Queenie**  
Owner of Grand Pet Mart

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!

# Sincere thanks for all participation in 2025



## 2025 ONSITE MEDIA



## Contact:

**Ms. Nhan Lieu**   
Project Director in Vietnam

+84 9345 11953  
nhanlieu@eventure.com.vn

**Mr. Gilbert Chung**  
Project Director in Korea

+82 10 9303 7607  
interpetfest@gmeg.kr  
Kakaotalk ID: cyber712

**Ms. Ella**  
Representative in China (Mainland)

+86 13 146 281 029  
ella@chinpa.com

**Ms. Camille Chen**  
Representative in Hongkong

+88 6 939 017 523  
camille@interpetfest.com

**Mr. Kelvin Chu**  
Representative in Taiwan  
Avanza international Inc

+88 693 264 2099  
kelvin@trade-eye.com

**Mr. Katsuhiko Ishii**  
Representative in Japan

+81 90 9844 1051  
amskatsu@dream.com

2ND & 3RD EDITION

# interPet

## INTERNATIONAL PET EXPO VIETNAM

**HIGHLIGHTS:** INTERVET – INTERNATIONAL VETERINARY VIETNAM  
INTERAQUA – INTERNATIONAL AQUARIUM VIETNAM

interPet  
HA NOI

17-19 APRIL, 2026  
NECC, TỬ LIÊM WARD HANOI CAPITAL

interPet  
HO CHI MINH

28-30 AUGUST, 2026  
SECC, TÂN MỸ WARD HO CHI MINH CITY