

2ND & 3RD
EDITION

interPet

INTERNATIONAL PET EXPO **VIETNAM**

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



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



PET COMPETION & PET SHOW



INT'L FISH COMPETITION



PARROT SHOW



FACEBOOK



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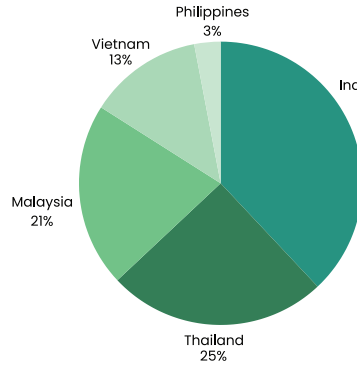


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VIETNAM PET CARE
RESEARCH REPORT

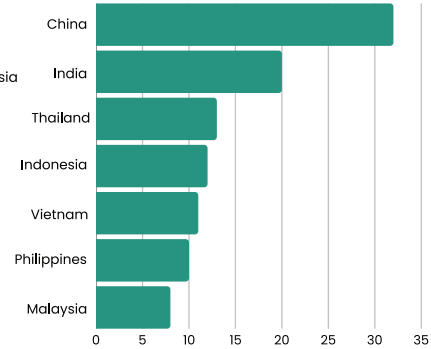
VIETNAM PET MARKET INSIGHTS

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.

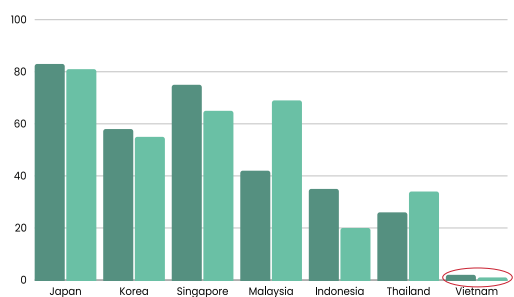


Graph 1. Emerging Market Growth SEA



Graph 2. Market Size Pet care 4 Billion USD

PET FOOD MARKET SIZE

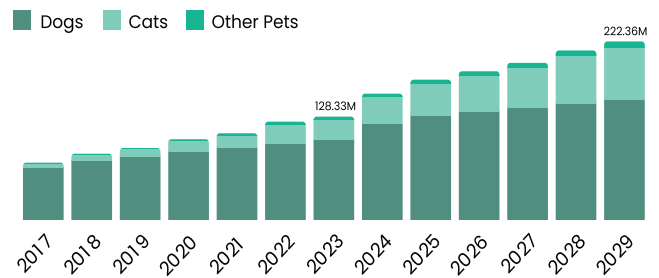


Graph 3. Percentage of dogs and cats consuming packaged pet food in Asia

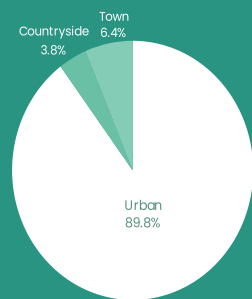
In 2025, the market size of the Vietnamese pet food sector (all types of pet) was USD 155.5 million. The projected market size for 2030 is USD 244 million. This Graph 3. shows the strong growth trajectory and highlights the substantial development potential of Vietnam's pet industry in the coming years.

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:

INTERNATIONAL VETERINARY VIETNAM – INTERVET
INTERNATIONAL AQUARIUM VIETNAM – INTERAQUA



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



200 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: **eventure** **GMEG** Supporter: **PP**

Event's Co-Host:



Strategic Partner:



Overseas Partners:



Media Partner:



Invited Media:



Insight Partner:



HIGHLIGHTS:

INTERNATIONAL VETERINARY VIETNAM - INTERVET
INTERNATIONAL AQUARIUM VIETNAM - INTERAQUA

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



• **COMPETITIONS & SHOWS**



INTERNATIONAL DOG SHOW



INTERNATIONAL CAT SHOW 2026



ISCC & ISFC GROOMING COMPETITION 2026



INT'L FISH COMPETITION 2026



VIETNAM VETERINARY CONFERENCE



PET COMPETITION & PET SHOW



PARROT SHOW 2026



• **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 ^{1ST EDITION} 2025 FIGURES

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** Supporter: **PP**

Sub-event cohost:

Pet Competition Diamond Sponsor: **maxime Elite** Vet Conference Silver Sponsor: **12**

ISCC Grooming Diamond Sponsor: **ARTERO T2GROOM**



SCAN HERE FOR THE 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.



VIETNAM SECC GRAND DOG SHOW

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



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.



VET CONFERENCE

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



GROOMING WORKSHOP

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



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.



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 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.

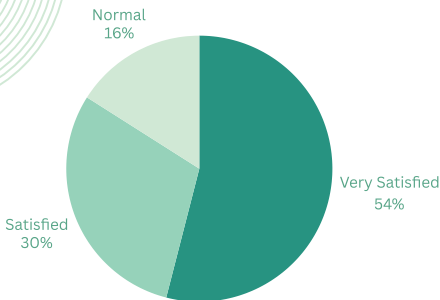


Mr. Surasak Suwannapim
International Sales Manager, Sherwood Corporation - Thailand

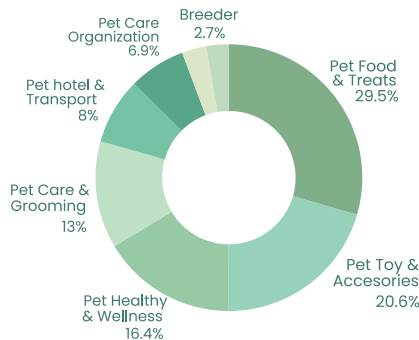
We are happy to explore Vietnamese pet market via InterPetFest 2025. It was a fruitful B2B pet expo for us as we have found our future distributors, understood the import procedure, met key business people. I also had a great chance at InterPetFest to know more about pet consumers and trends. We definitely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

1.436 BUSINESS VISITORS **7.727 VISITORS**

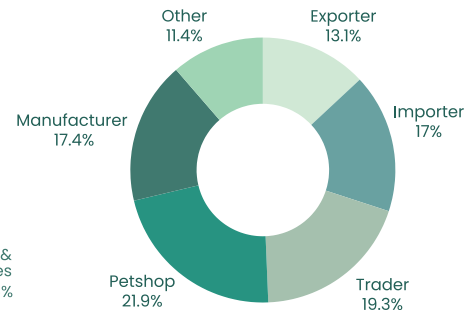
Satisfaction Level



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!

PARTICIPATION GUIDELINE

• Payment Timeline

SUBMIT APPLICATION

- For Overseas Exhibitors:
Submit Application
- For Vietnamese Exhibitors:
Sign contract

SEND DOWN PAYMENT

50% of the total booth cost within 1 week of application submission/contract signed

SEND FINAL PAYMENT

Hanoi Capital Deadline:
Remaining 50% of the total booth cost by 17th February 2026

Additional utility costs by 17th March 2026

Ho Chi Minh City Deadline:
Remaining 50% of the total booth cost by 28th June 2026

Additional utility costs by 28th July 2026

SHOW TIME



17-19.04.2026



28-30.08.2026

• RATE CARD

Venue	Registration Time	Raw Space (Per sqm)	Corner (Per location)	Peninsula (Per location)	Island (Per location)	Shell Scheme Set-up (Per sqm)	Raw Space Set-up (Per sqm)
 NECC, TỬ LIÊM WARD HANOI CAPITAL	Early Bird Sep - Dec, 2025	360USD	100 USD	130USD	150 USD	33 USD	150USD-180USD/sqm or more
	Regular Jan - March, 2026	370 USD				36 USD	
 SECC, TÂN MỸ WARD HO CHI MINH CITY	Super Early Bird Aug - Dec, 2025	360USD	100 USD	130USD	150 USD	33 USD	
	Early Bird Jan - Apr, 2026	370 USD				36 USD	
	General May - Jul, 2026	390USD				36 USD	

Booth Type	Description	Booth Type	Description	Booth Type	Description
 SHELL SCHEME SET-UP FOR 3MX3M	*Wall structure, *Company Signboard *Carpet *1 Information Desk *2 Chairs, 1 Trash bin *1 Socket 5amp *2 lights	 SHELL SCHEME SET-UP FOR 3MX4M	*Wall structure *Company Signboard *Carpet *1 Information Desk *1 round table *4 Chairs *1 Trash bin *2 Socket 5amp *2 lights	 SPACE ONLY FROM 18 SQM	Ensure compliance with the regulations on raw space booth construction and utility rental usage as issued by SECC and the official contractors

* Additional order of Electricity, Furniture and Services, kindly contact the organizers for price details.

*All costs are subject to Vietnamese VAT: 8%-10% (Depending on the Vietnamese government's policy at the time)

10% DISCOUNT

Applied for Exhibitors joining **InterPet Ha Noi 2026 & InterPet Ho Chi Minh 2026**

SPONSORSHIP OPPORTUNITY

Make your best decision now!

Becoming Grand Sponsors (Diamond, Gold, Silver, Bronze) to approach 8.000 - 13.000 onsite business visitors and general visitors, get tremendous value of pre-show marketing benefits, stand out among hundreds of pet brands.

Becoming single-event sponsors to reach your specific audiences at: ISCC Grooming Competition Vietnam, Vietnam SECC Grand Dog Show, Hanoi Winner Dog Show, Vietnam Small Animal Veterinary Experts Conference, Parrot Show, International Cat Show, International Fish Competition, Pet Competition.

Part of your sponsorship amount will be dedicated to support animal welfare organization ensuring that your decision does not only benefit your brands but also makes positive impacts in the lives of pets in need

Sincere thanks for all participation in 2025



2025 ONSITE MEDIA



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