

news +++ Interpets Asia Pacific
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ASIA PACIFIC

Interpets Asia Pacific Sets New Attendance Record, Signals Growing International Interest in Japan's Pet Industry

Tokyo, 25 April 2024. Interpets Asia Pacific, the leading international fair for a better life with pets in Japan, set a new attendance record this year as 67,022 visitors sourced at Tokyo Big Sight. Expanded by an additional hall at this edition, the event hosted 739 exhibitors from 14 countries and regions (567 domestic and 172 international). Overseas exhibitor numbers doubled, indicating growing international focus on Japan's pet-related product market. Across three engaging days, exhibitors from multiple categories and in various zones showcased the latest pet products and services to a variety of pet business professionals and pet owners.



Highest-ever visitor attendance recorded at Interpets Asia Pacific 2024. Source: Messe Frankfurt Japan Ltd

The expanded 'Home Zone signalled a growing trend: pets are increasingly regarded as integral family members, driving demand for products that enhance their well-being and comfort. This year, across the fairground, a notable surge in international visitors was clearly measurable, with many actively purchasing Japanese pet products and seeking distribution channels in Japan. This trend suggests a burgeoning pet industry not only in Japan but also across Asia.

Exhibitor comments

“As a newly established Korean brand entering the Japanese market for the first time, our primary objective at the exhibition was to market our brand and expand our presence on

Japanese social media platforms. We are pleased to report that we successfully achieved both goals. During the business meeting day, we had the opportunity to engage with nearly all of the targeted companies we aimed to connect with.”

Mr Kenjiro Tanaka, Representative Director, BMSMILE Co., Ltd.

“This was our first time exhibiting at Interpets Asia Pacific, aiming to increase awareness of our pet brand. Having only entered the pet care business in earnest last autumn, it was a fantastic opportunity to distribute samples to a wider audience, better than we expected, allowing them to try out our products first hand.”

Mr Hideomi Nishikiori, Section Chief, Daio Paper Corporation

“We have been a consistent exhibitor, but this was our first time appearing on Interpets’ official Instagram Live show. The results were exceptionally promising, with 70% of the product inventory selling out within just two days. We saw a truly overwhelming demand.”

Ms Yui Hashimoto, Section Chief, Yeaster co., ltd.

Expanding to the entire East Halls of Tokyo Big Sight in 2025

Interpets Asia Pacific has been held since 2011 as one of Japan's largest pet industry trade fairs, with the next edition taking place from 3 – 6 April 2025 at Tokyo Big Sight. The exhibition area will be significantly enlarged to cover the entire East Halls 1 to 8, seeking exhibitors who propose enriching lives for both people and pets. Bringing together pet business professionals from around the world, the trade show offers diverse opportunities for engagement across various sectors, including retail, pet salons and hotels, veterinary clinics, leisure facilities, and tourism companies. Additionally, new zones such as 'Pet tech,' 'Disaster prevention with pets', and 'Outings & Travel' will be introduced, alongside existing zones such as Pet food & Treats, Fashion & Accessories, Healthcare & Beauty, Toiletries, and Veterinary & Nursing care, facilitating targeted outreach to customer segments.

Other Interpets shows by Messe Frankfurt:

Interpets Osaka

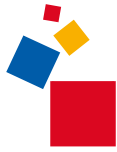
20 – 22 September 2024, INTEX Osaka

Press information and photographic material:

<https://interpets.jp.messefrankfurt.com/tokyo/en/press/photos.html>

Links to websites:

www.interpets.jp.messefrankfurt.com



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Background information on Messe Frankfurt

<https://www.messefrankfurt.com/frankfurt/en/press/boilerplate.html>