

news +++ Interpets Asia Pacific
Tokyo Japan, 3 – 6 April 2025

interpets

ASIA PACIFIC

Interpets Asia Pacific 2025 expands to record size with over 950 exhibitors, featuring new industry players and innovative zones

Tokyo, 18th March 2025. The 14th edition of Interpets – International Fair for a Better Life with Pets, will be held from 3 – 6 April 2025 at Tokyo Big Sight, utilising all eight East Halls for the first time. The expansion of two additional halls from last year marks the largest-ever edition of the event, bringing together more than 950 exhibitors from Japan and around the world. With a growing presence of companies from outside the traditional pet industry, Interpets 2025 is a key platform for cross-sector collaborations, innovation, and business expansion.

Interpets 2025 will see a strong increase of participation from companies beyond the conventional pet sector, reflecting the expanding landscape of the pet industry. Notable first-time exhibitors include Amazon Japan, Avex Live Creative Inc. (Entertainment), Bandai Namco Technica Inc. (Gaming), and SANGETSU CO., LTD. (Interior Design), along with a joint exhibition by SQUARE ENIX CO., LTD. and COMBI CORPORATION, highlighting new cross-industry initiatives that are gaining attention. Their participation underscores the increasing convergence of industries, redefining how pets and their owners experience daily life.



Interpets Asia Pacific 2024. Source: Messe Frankfurt Japan Ltd

Euromonitor International projects that the Asia-Pacific pet care market will reach approximately 29 billion USD in 2024.ⁱ As more industries recognise the potential in the pet market, Interpets serves as a hub for discovering emerging trends and forming

valuable partnerships. Interpets 2025 will introduce two new specialised zones: 'Pet-tech' and 'Disaster prevention with Pets'. These zones will showcase cutting-edge innovations, including smart pet devices, digital-powered solutions, and disaster preparedness strategies tailored for pet owners. As industries continue to merge, these zones will offer a glimpse into the future of pet care and the evolving needs of modern pet families.

The show will welcome exhibitors from 17 countries and regions, including pavilions from Canada, China, Hong Kong, and South Korea. With an expected 85,000 visitors, including industry professionals such as retailers, distributors, manufacturers, and veterinarians, as well as general attendees like pet owners, Interpets 2025 provides unparalleled opportunities for networking, business expansion, and industry insights. As the pet industry continues to evolve, this upcoming edition stands at the forefront of innovation and collaboration, offering a dynamic platform where businesses from various sectors can connect and thrive.

Other Interpets shows by Messe Frankfurt include:

Interpets Osaka

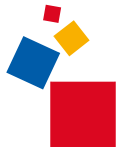
13 – 15 June 2025, INTEX Osaka

Press information and photographic material:

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

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>

ⁱ Asia Pacific's pet care market projected to reach USD\$29 billion in 2024: Euromonitor International
[https://www.euromonitor.com/press/press-releases/june-2024/asia-pacifics-pet-care-market-projected-to-reach-usd\\$29-billion-in-2024---euromonitor-international](https://www.euromonitor.com/press/press-releases/june-2024/asia-pacifics-pet-care-market-projected-to-reach-usd$29-billion-in-2024---euromonitor-international)