

interpets

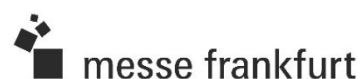
ASIA PACIFIC

Final report

28 - 31 March 2019

Tokyo Big Sight

East hall 2, 3, 7, 8



Outline of the fair

Title Interpets - International fair for a better life with pets -

Period 28 – 31 March 2019, 10:00 - 17:00 *Open to the public on 29 – 31 March
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 * East hall 2 will open only on 30 and 31 March.

Venue Tokyo Big Sight (Tokyo International Exhibition Center), East hall 2, 3, 7, 8
 3-11-1 Ariake Koto-ku Tokyo 135-0063, Japan

Organiser **Japan Pet Food Association**
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Official supports Ministry of Agriculture, Forestry and Fisheries / Ministry of Environment

Japan Veterinary Medical Association / Japanese Animal Hospital Association / Japan Medical Association / Tokyo Veterinary Medical Association / Chiba Veterinary Medical Association / Miyagi Veterinary Medical Association Japan Animal Welfare Society / Japan Pet Care Association Japan Veterinary Products Association / NIPPON POLICEDOG ASSOCIATION / Public Interest Incorporated Association Knots / Japan Society for the Prevention of Cruelty to Animals / The EyeMate, Inc. / Japan Guide Dog Association / Guide Dog and Service Dogs Association of Japan / Yamatane Museum of Art / Japan Association Healthcare Initiative / JAPAN KENNEL CLUB / Japan DIY Industry Association / Japan Small Animal Veterinary Association / Japanese Society of Pet Animal Nutrition / Nihon Animal Vocational College Association / Japan Pet Massage Association / National Supermarket Association of Japan (NSAJ) / Japan Pet food & supplies Wholesalers Association / Japanese Board of Veterinary Practitioners / & PETS / Japan Society for Animal Specialty Education / Natural-Treasure Hokkaido Dog Conservation Society / Pet Esthétique International Association / Human & Pet Happiness Creating Association / Japan Supermarkets Association / The Japan Association for the Promotion of Canine Good Citizen / J-HANBS Inc. Foundation / THE NATIONAL FEDERATION OF ALL JAPAN GUIDE DOG TRAINING INSTITUTIONS / Veterinarians for Seniors and Animals / Small Animal Medical Research Institute (NPO) / Japanese Service Dog Resource Center / The Kennel Club of Japan / Japan Association For Promoting Harmonization Between People and Pets / Japan Animal Health Technician Association / Japan Association of Pet Dog Trainers / Japan Service Dog Association / Japan Hearingdogs for Deaf People / International Animal Health & Management College / PSG Corporate Union / ASIA CAT CLUB / Chiba Companion Animals & Flower Professional Training College / Central Kennel Cooperative Association / Nishinohon Petoouhin Oroshishokyoukai / Japan Ornamental Fish Association / Japan Bird & Small Animal Association / JAPAN ASSOCIATION OF CHAIN DRUG STORES / Nippon Animal Hospital Association / Association For Promoting Living with Pets / Pet Food Fair Trade Association / Yamazaki Gakuen Education Foundation Yamazaki Gakuen University Yamazaki Vocational College Of Animal Health Technician

Concurrent fair JKC 70th anniversary FCI Japan International Dog Show 2019
 Organiser: JAPAN KENNEL CLUB
 29 – 31 March 8:30 - 17:00 East hall 5, 6 Web. www.jkc.or.jp

Admission fee

Trade visitors	JPY 2,000	
	*Free of charge with online registration.	
Public visitors	Adult (Over 13 years old)	JPY2,000 (JPY1,500)*
	Children 12 years old or under	Free of charge
	Pets	Free of charge

*()=fee with online registration.

Highlights

■ The highest visitor number in our record

In 2019, we welcomed 44,114 visitors and 17,986 pets in 4 days. This is the greatest number of visitors and pets in our history.

■ Business matching meeting

During the fair, the organiser offered a brief business matching meeting to overseas exhibitors, providing the chance to have face to face business meetings with purchasing decision makers from leading retailers, wholesalers and importers in the Japanese pet industry.

In 2019, “Business Matching meeting” was conducted welcoming important Japanese buyers to visit overseas exhibitors’ booths. It gave the overseas exhibitors a great opportunity to efficiently create new contacts that would be of value for their future business expansion in Japan.

■ Free Japanese pet market seminar and pet shop bus tour

The organiser introduced a programme for overseas exhibitors, “Japanese pet market seminar and bus tour to pet shops”, offering an opportunity to explore more of the Japanese pet market in both literacy and experience. This programme provided market entrants with a significant opportunity to know the market, and also offered exhibitors at all levels a chance to network with other exhibitors having similar difficulties and to consult specialists about their future business plan.

■ Cats zone is growing

The area for cats related products and services is expanding year by year. In Japan, cats are very popular these years and the number of breeding cats is bigger than dogs.

The aquarium fish and small animals zone are also increasing the number of exhibitors.



Number of exhibitors

■ Exhibitors by country / region

481 exhibitors / 23 regions・countries (Japan: 382, Overseas: 99)

	Country / Region	number of exhibitors
1	Japan	382
2	China	28
3	South Korea	15
4	Germany	10
5	United States	10
6	Italy	4
7	Taiwan	4
8	Canada	3
9	Hong Kong	3
10	New Zealand	3
11	Thailand	3
12	Australia	2
13	Poland	2
14	Switzerland	2
15	United Kingdom	2
16	Belgium	1
17	Czech Republic	1
18	Finland	1
19	Hungary	1
20	Lithuania	1
21	Peru	1
22	Russia	1
23	Spain	1
Total		481
		2018 Total : 502
	Japan	382
	Overseas	99
	Japan	420
	Overseas	82

Number of visitors

■ Visitors

44,114 visitors / 26 countries・regions (2018: 42,066 visitors / 28 countries・regions)

2019	28 March	29 March	30 March	31 March	Total
Business	5,548	3,424	1,971	1,506	12,449
Public	0	6,134	12,899	12,632	31,665
Total	5,548	9,558	14,870	14,138	44,114
Pets	713	3,676	6,923	6,674	17,986

2018	29 March	30 March	31 March	1 April	Total
Business	5,918	4,305	3,041	2,530	15,794
Public	0	5,656	10,173	10,443	26,272
Total	5,918	9,961	13,214	12,973	42,066
Pets	788	3,716	5,826	6,125	16,455

Number of visitors

■ Visitors by country / region (Business + Public)

44,144 visitors / 26 countries・regions

1	Japan	43,256	15	Philippines	3
2	South Korea	256	16	Netherlands	3
3	China	239	17	Malaysia	3
4	Taiwan	136	18	Macao	3
5	Hong Kong	100	19	Italy	3
6	Thailand	36	20	Vietnam	2
7	Singapore	18	21	Lithuania	2
8	United States	14	22	Russia	1
9	United Kingdom	8	23	New Zealand	1
10	Canada	8	24	New Caledonia	1
11	Indonesia	6	25	India	1
12	Australia	6	26	Germany	1
13	France	4			
14	Poland	3	Total		44,114

*Public visitors are all counted as Japanese since there is no registration for them.

■ Visitors by domestic and overseas (Business)

	Number	%
Domestic	11,591	93.1%
Overseas	858	6.9%
Total	12,449	100.0%

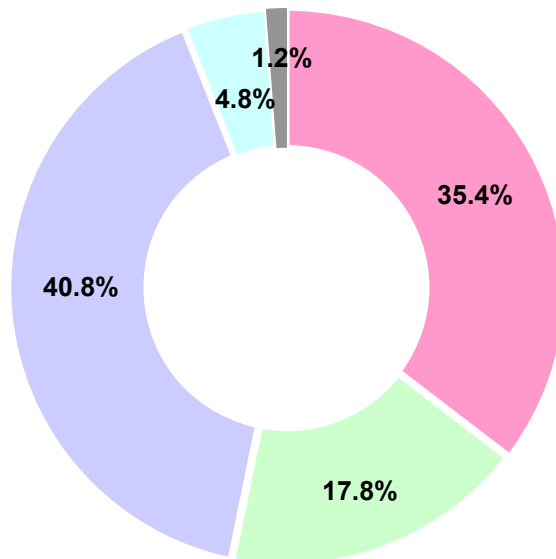
■ Visitors by business categories (Business)

1	Retail store	2,816	22.6%	
	Details	Pet shop / Special retail store	1,286	10.4%
		Mail order house / Online store	738	5.9%
		DIY store / Discount store	152	1.2%
		GMS / Supermarket / Convenience store	67	0.5%
		Pharmacy	17	0.1%
		Others	556	4.5%
2	Grooming salon	2,171	17.5%	
3	Manufacturer	1,538	12.4%	
4	Distributor / Wholesaler	1,102	8.9%	
5	Importer / Exporter	897	7.2%	
6	Veterinary	563	4.5%	
7	Housing manufacturer / Real estate	365	2.9%	
8	Breeder	259	2.1%	
9	Training school, puppy class	230	1.8%	
10	Restaurant / Cafe	211	1.7%	
10	Pet hotel	151	1.2%	
11	Association / Embassy	139	1.1%	
12	Hotel / Leisure facility / Public facility	128	1.0%	
13	Transportation	76	0.6%	
14	Tourism	34	0.3%	
15	Others	1,636	13.1%	
16	N/A	133	1.1%	
Total		12,449	100.0%	

Business visitor's survey

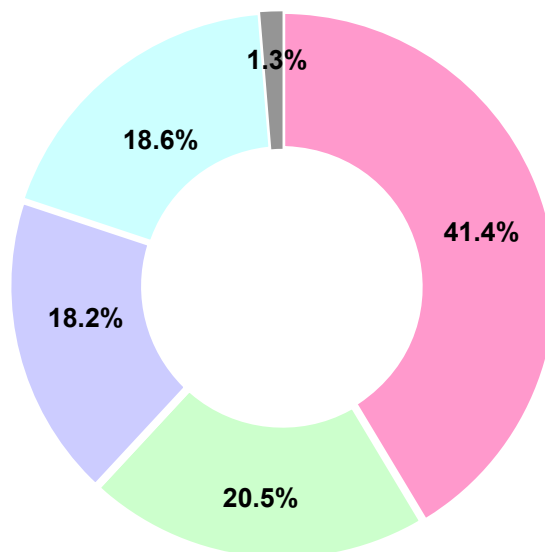
1) Your position

1	Managing director, Board member, Owner	35.4%
2	Manager	17.8%
3	Employee	40.8%
4	Others	4.8%
5	N/A	1.2%



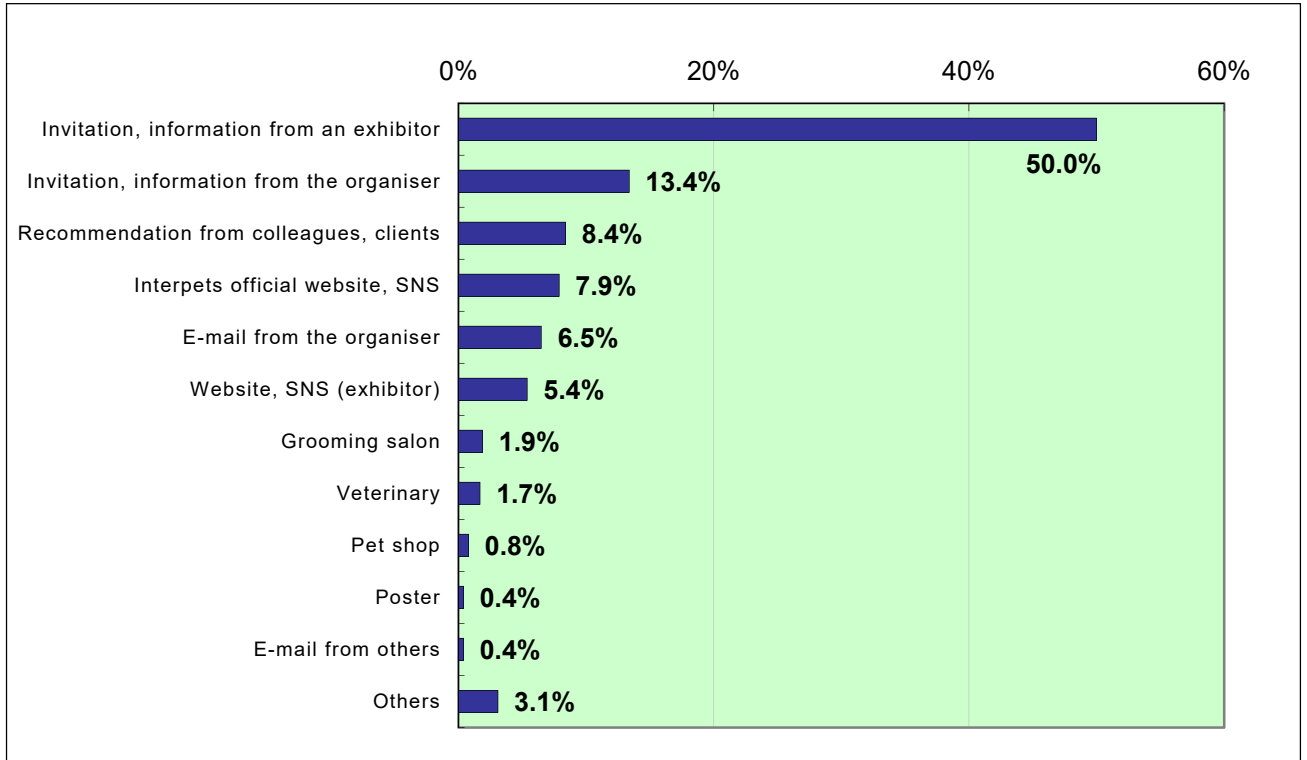
2) Your authority in purchasing decisions

1	Have authority to purchase	41.4%
2	Have partial authority to purchase	20.5%
3	Have influence in purchasing	18.2%
4	No authority to purchase	18.6%
5	N/A	1.3%



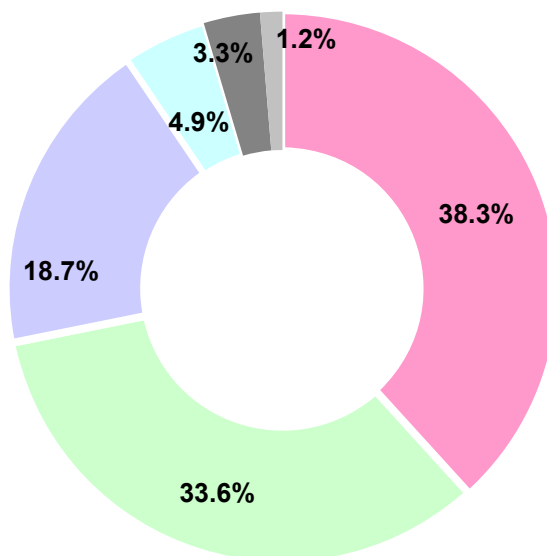
Business visitor's survey

3) How or where did you obtain ideas for your visit to the fair? (multiple answers)



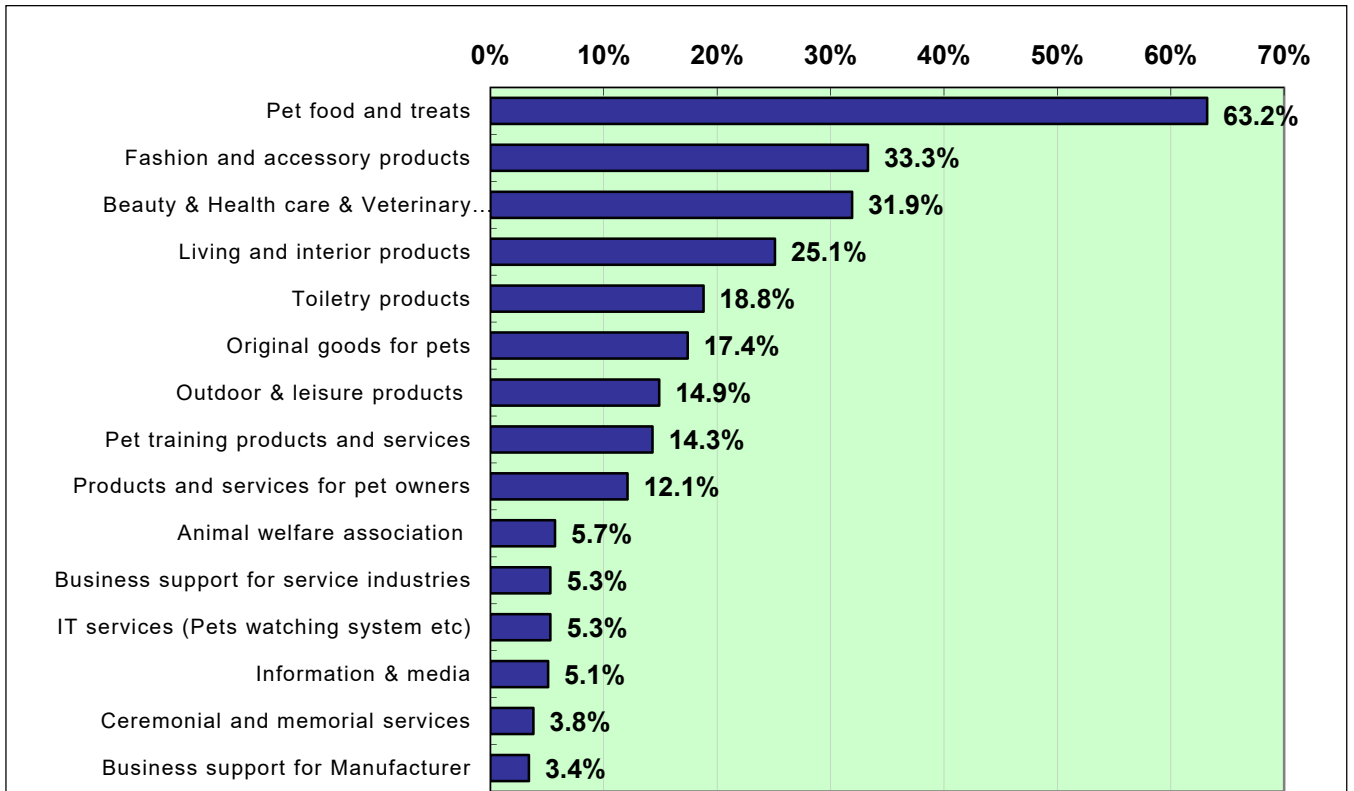
4) What were the objectives of your participation in the fair?

1	Conducting market research	38.3%
2	Gathering information to make a purchase	33.6%
3	Purchasing products	18.7%
4	Participation in the seminars and events	4.9%
5	Others	3.3%
6	N/A	1.2%



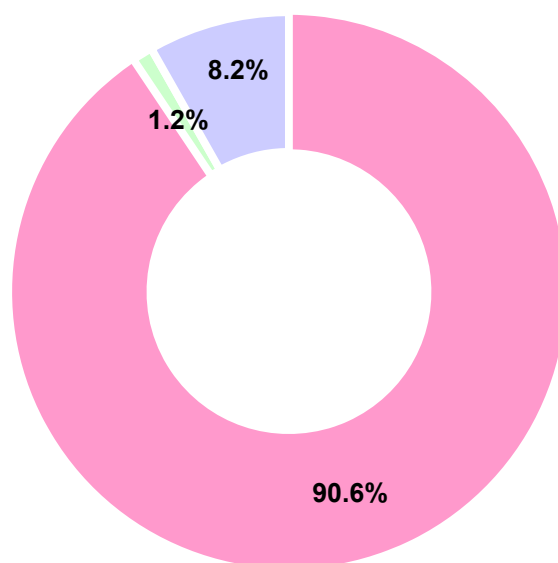
Business visitor's survey

5) Which product range are you interested in at the fair? (multiple answers)



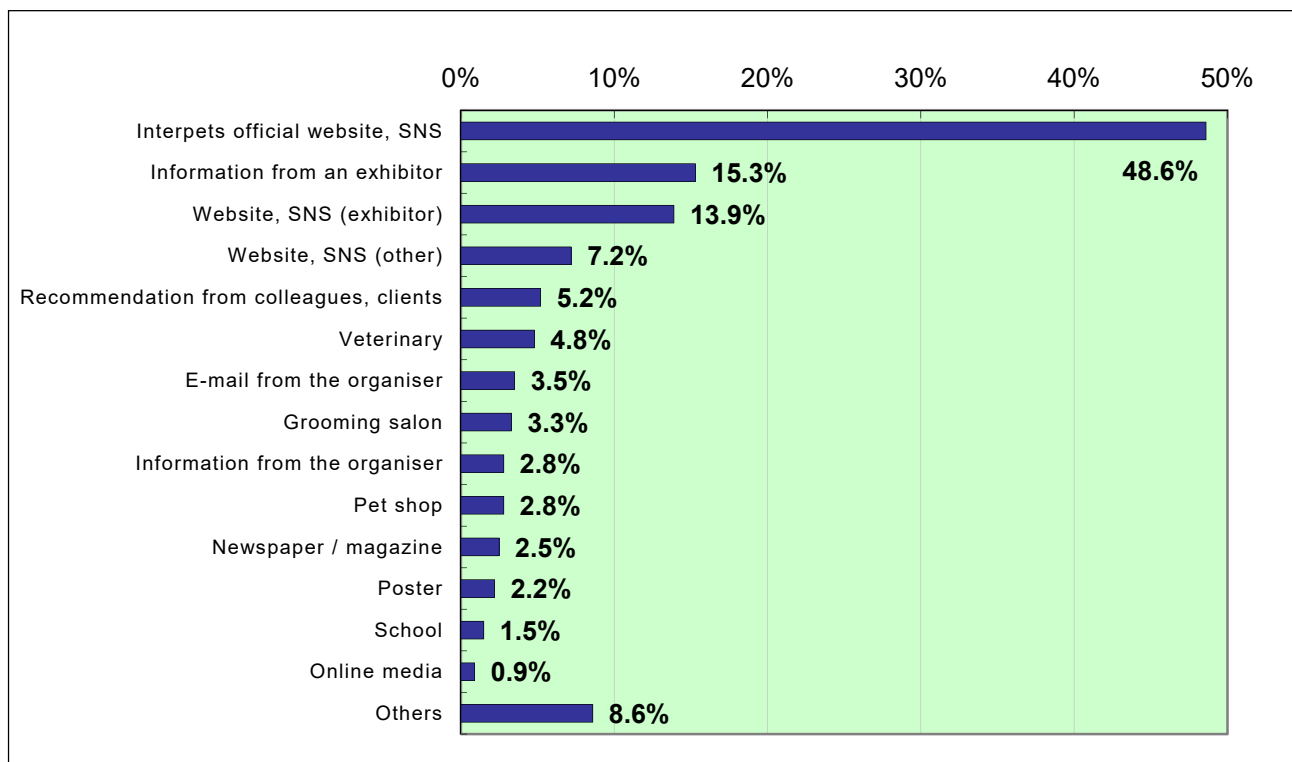
6) Do you intend to visit the next Interpets?

Will visit	90.6%
Will not visit	1.2%
Not decided yet	8.2%

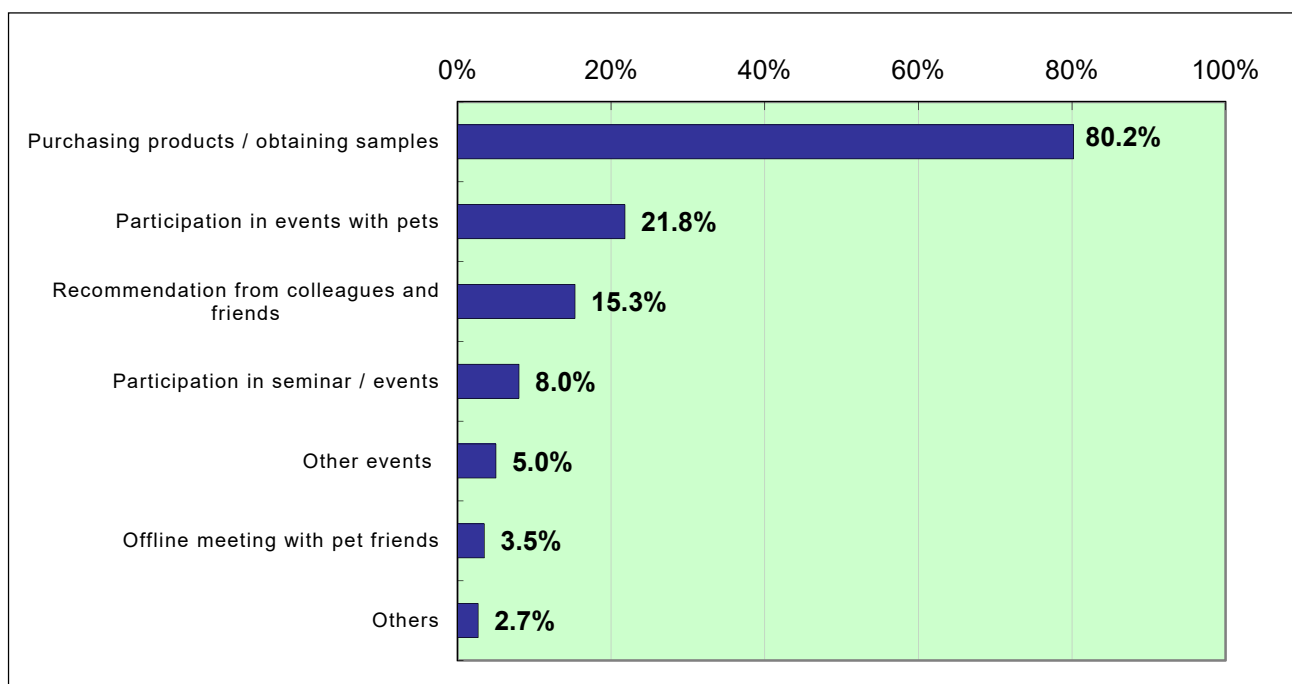


Public visitor's survey

1) How or where did you obtain ideas for your visit to the fair? (multiple answers)

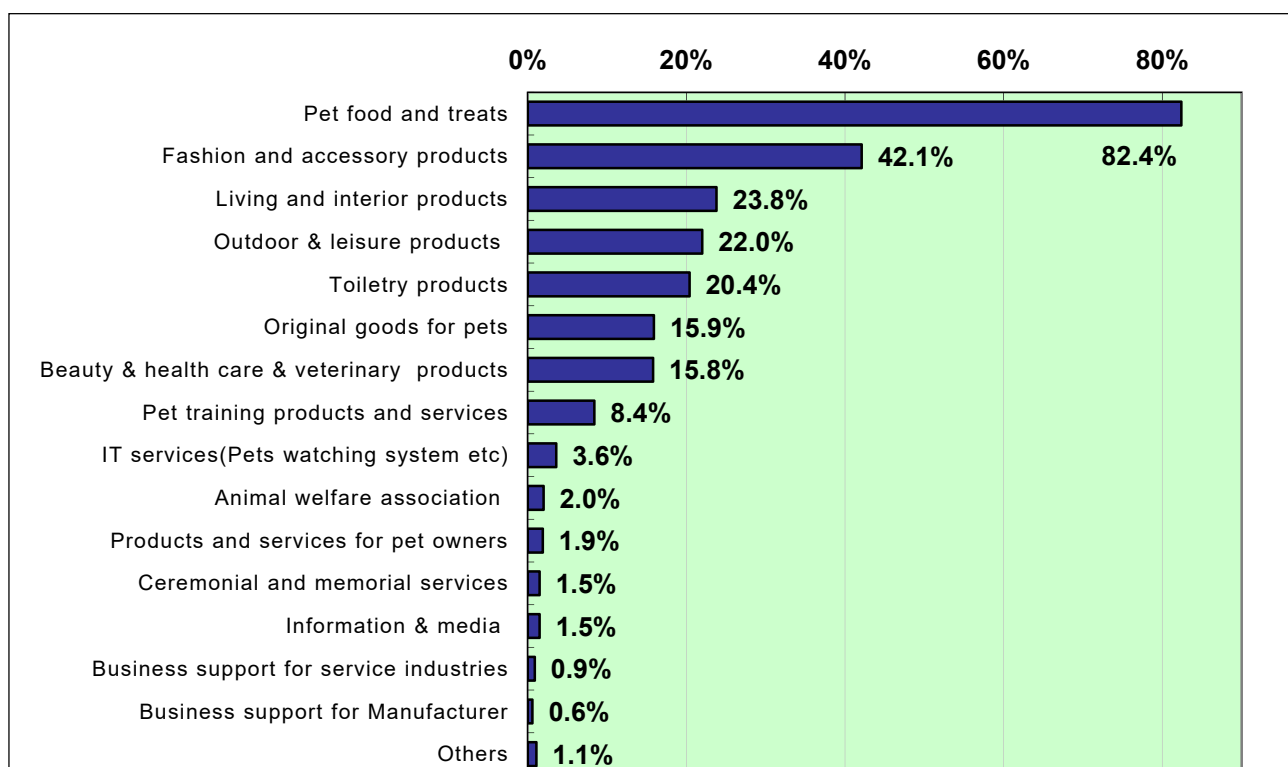


2) What were the motivations of your participation in the fair? (multiple answers)



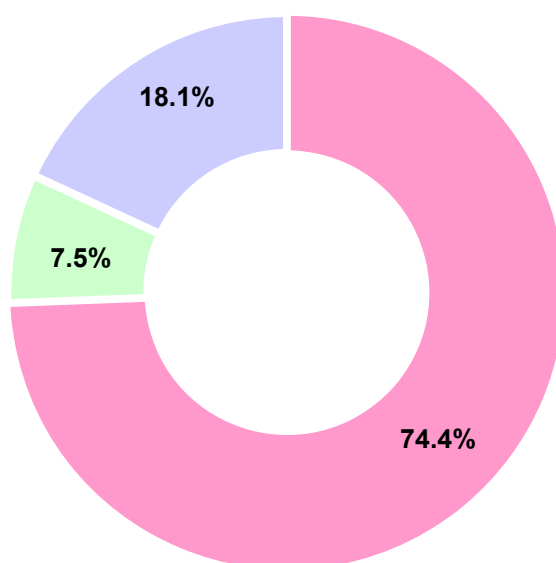
Public visitor's survey

3) Which product range are you interested in at the fair? (multiple answers)



4) Do you intend to visit the next Interpets?

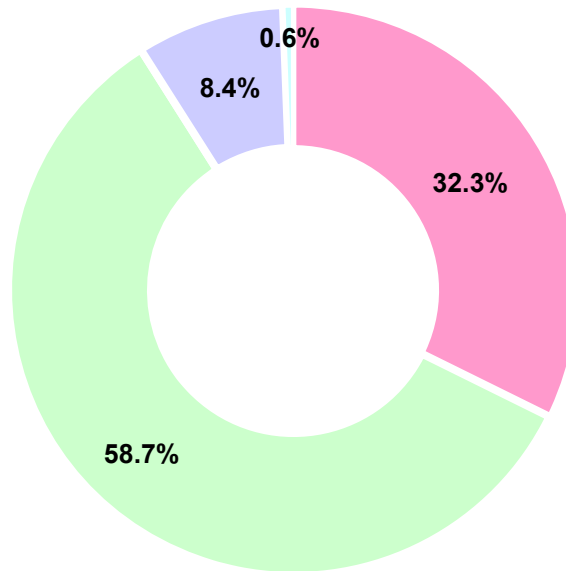
Will visit	74.4%
Will not visit	7.5%
N/A	18.1%



Exhibitor's survey

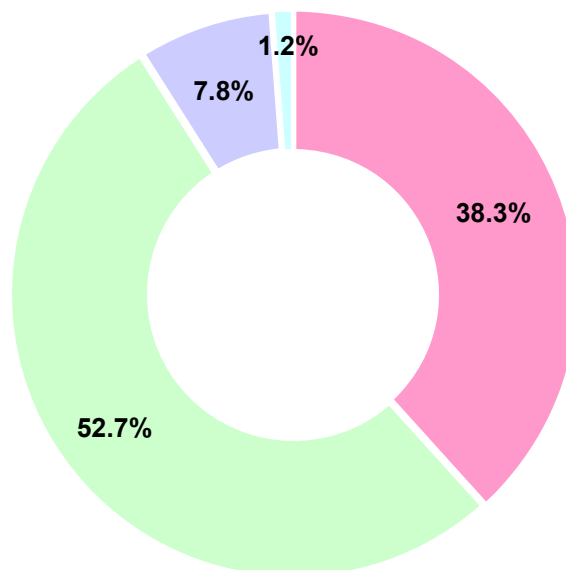
1) Overall impression of the fair

Very satisfied	32.3%
Satisfied	58.7%
Dissatisfied	8.4%
N/A	0.6%



2) Number of the visitors

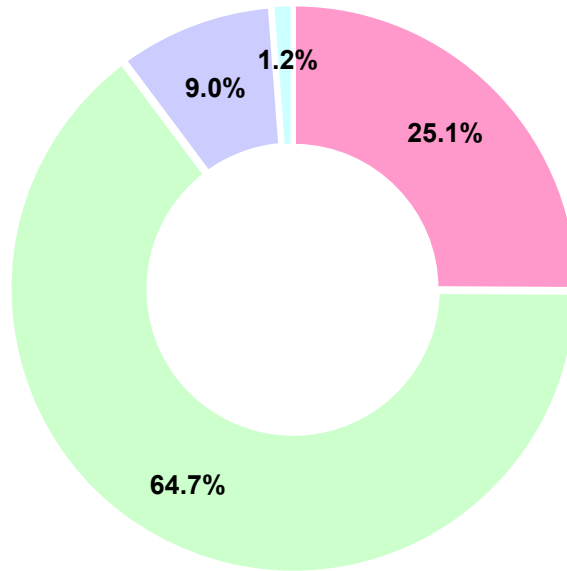
Very satisfied	38.3%
Satisfied	52.7%
Dissatisfied	7.8%
N/A	1.2%



Exhibitor's survey

3) Quality of the visitors (your targeted business categories / job function)

Very satisfied	25.1%
Satisfied	64.7%
Dissatisfied	9.0%
N/A	1.2%



4) Will you participate in the next fair again?

Will exhibit	58.1%
Considering	37.1%
Will not exhibit	4.2%
N/A	0.6%

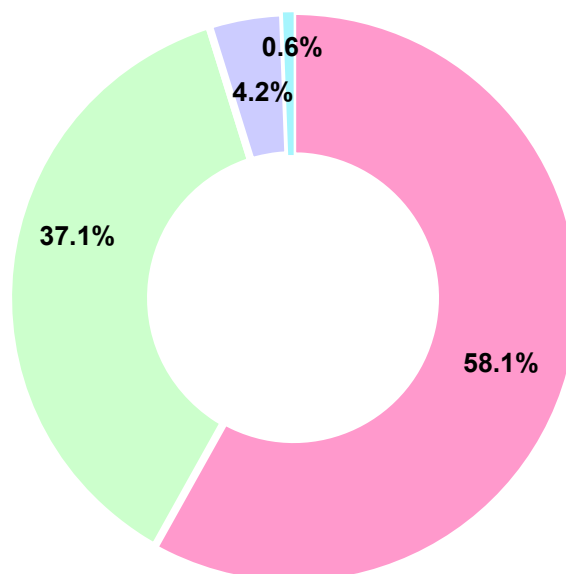
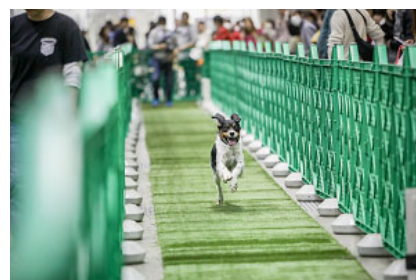


Photo Gallery

<Business day : 28 March>



<Business & Public day : 29-31 March>



Next fair

Interpets 2020
26 - 29 March 2020
Aomi Exhibition Halls, Tokyo Big Sight
*Open to the public on 27 - 29 March 2020

Inquiry

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