

Your Key to Unlocking the Korean Market

Korea's Leading Pet Industry Exhibition

MEGAZOO 2025 PART 1

Date : 16-18 May, 2025

Venue : KINTEX, Goyang, Korea

SHOW REPORT



Exhibition Overview and Results

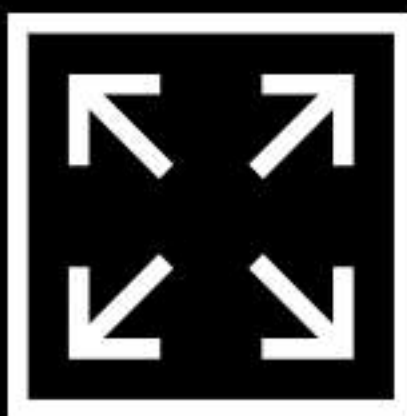
Title	MEGAZOO 2025 PART.1			
Date	16th-18th May, 2025			
Venue	KINTEX 7-8 Hall (22,580m ²)			
Hosted by	Korea Pet Food Association			
Organized by	Messe Esang Co., Ltd.			
Support	Ministry of Agriculture and Forestry Korea Tourism Organization			
395	767	38,418	22,580	
Exhibitors	Booths	Visitors	Space(m ²)	



Exhibitor Analysis



395 Exhibitors

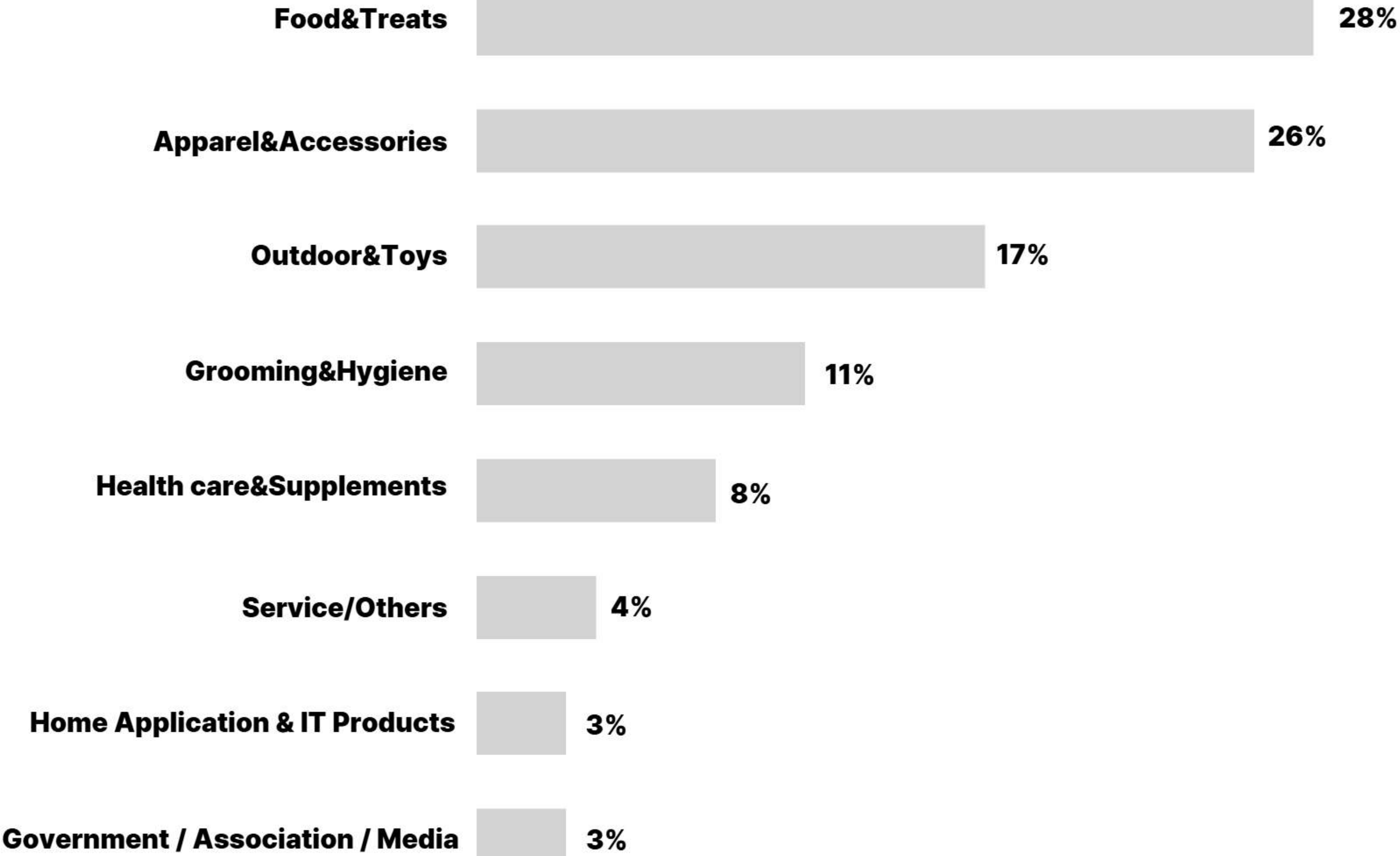


767 Booths



20 Overseas Exhibitors

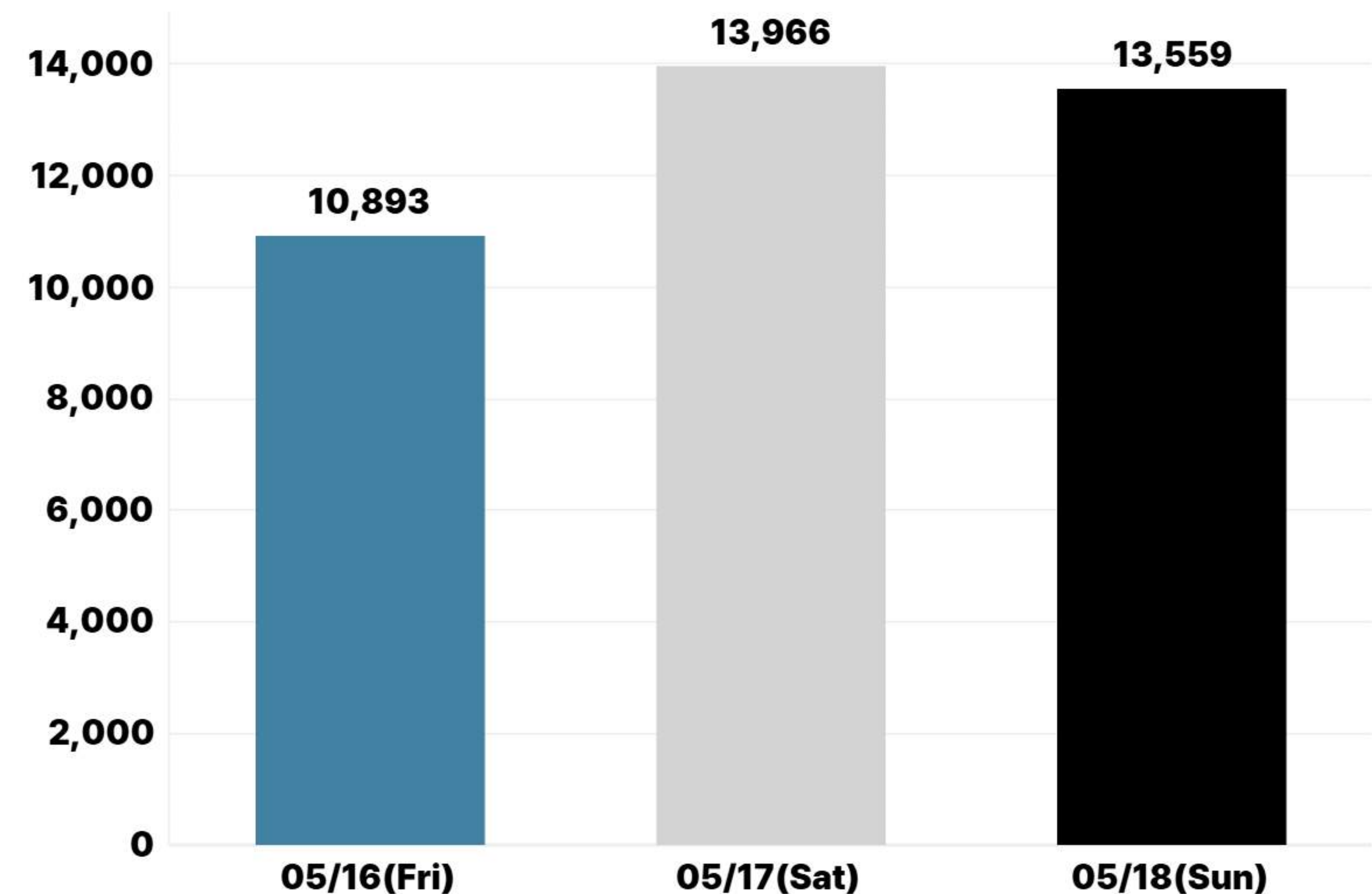
Categories



Visitor Analysis

Number of visitors by date

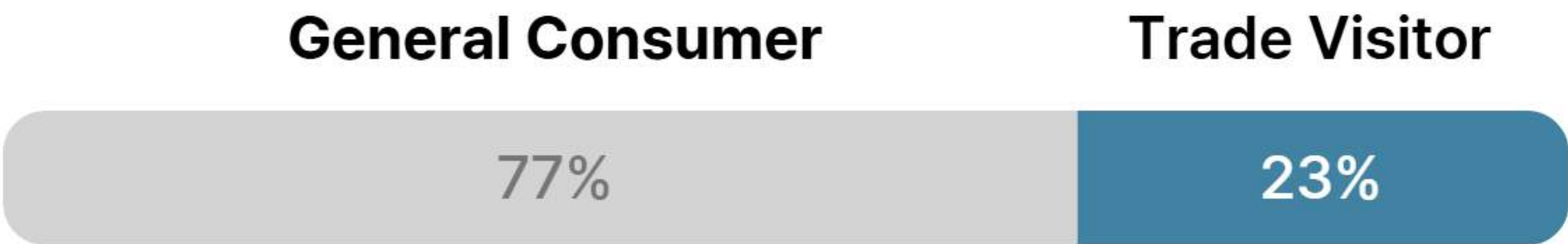
(*Number of tickets issued, excluding duplicate admission)



Total Visitors
(Including 'International Visitors') **38,418**

Domestic Visitor Analysis

* Registration type



Top 3 Trade visitor's Occupation

Manufacturer	22%
Distributor	17%
Retail(On/Offline)	15%

Top 5 Products of intrest

Food & Treats	26%
Grooming Product	15%
Outdoor & Toys	12%
Hygeine Product	9%
Medical & Healthcare	8%

Overseas Trade Visitor Analysis

Total overseas visitors reached **1,636**,
comprising **1,020** trade visitors and **616** general visitors.

Top 10 Buyer Countries Worldwide



1. China	23%	6. Thailand	6%
2. Hong kong	18%	7. United States	4%
3. Japan	17%	8. Indonesia	3%
4. Taiwan	16%	9. Philippines	1%
5. Singapore	8%	10. Malaysia	1%

Top 3 Trade visitor's Occupation

Retail(On/Offline)	33%
Distributor	19%
Manufacturer	15%

Top 5 Products of intrest

Clothes & Accessories	61%
Food & Treats	54%
Outdoor & Toys	48%
Medical & Healthcare	25%
Grooming & Hygiene	13%

Top 5 Reasons for Visiting

To gather Information on Korean pet market trends	58%
Contract / Purchase / Sourcing / Business Consultation	56%
To find new business partner	39%
In preparation for entering the Korean market	20%
Maintaining business contacts	15%

Global Biz-Matching Program



MEGAZOO hosted a highly successful Biz-Matching Program, aimed at connecting exhibitors with key decision-makers. Both international and domestic exhibitors actively participated in the matching process, contributing to its success.

To facilitate smooth communication, interpretation services were provided in English, Chinese, and other languages. This achievement underscores the effectiveness of our approach in delivering tangible outcomes and fostering valuable connections within the business community.



113 Exhibitors



215 Meetings

\$ 7,183,400

Export Consultation Value

\$ 2,975,500

Contract Execution Amount

\$ 30,000

On-site MOU

Special Zone - Business Lounge

MEGAZOO Business Lounge is a premium space designed exclusively for exhibitors and trade visitors. This served as a central hub for fostering and enhancing business relationships throughout the event. It was also a main space where our Biz-Matching program has taken place. VIP rooms were available for the important meeting after reservation.



Additional Events - Seminar and Entertainments

Dog Adventure



Petshion Walk



MEGAZOO Arcade



Pet care Seminar



Healthcare Seminar



Grooming Seminar



Gallery



Next Show

MEGAZOO 2025 Part 2

DATE	November 21(Fri) - 23(Sun), 2025
OPENING TIME	09:30 - 18:00 (Last Entry 17:30)
VENUE	KINTEX, GOYANG, REPUBLIC OF KOREA

MEGAZOO Website for Global Exhibitors & Trade visitor



Megazoo operates an English website for overseas visitors.
We are currently recruiting global exhibitors and pre-registration for the visit.
Visit our website for more information!

◀ Scan the QR code and go to the MEGAZOO website.

Contact us for any inquiry

Tel. +82-2-6121-6438
E-mail. megazoo.es@esgroup.net
Web. www.megazoo.co.kr/eng



Follow us on instagram
@megazoo_global



Subscribe to our
Newsletter