

# MEGAZOO 2025 PART 2

**Korea International Pet Show**

Date : 21-23 Nov, 2025

Venue : KINTEX, Goyang, Korea

# SHOW REPORT



# Exhibition Overview and Results

**Title** | MEGAZOO 2025 PART 2

**Date** | 21th - 23th November, 2025

**Venue** | KINTEX 1~4 Hall (42,930m<sup>2</sup>)

**Hosted by** | Korea Pet Food Association

**Organized by** | MESSE ESANG Co., Ltd.

**Support** | Ministry of Agriculture, Food and Rural Affairs

579	1,175	53,235	42,930
Exhibitors	Booths	Visitors	Space(m <sup>2</sup> )



# Exhibitor Analysis



**579 Exhibitors**



**1,175 Booths**



**72 Overseas Exhibitors**

## Categories

**Clothing & Accessories / Beds & Home**

**27%**

**Food & Treats**

**24%**

**Grooming / Hygiene & Cleaning**

**16%**

**Toys / Outdoor & Travel Gear**

**13%**

**Health & Wellness**

**11%**

**Pet Services**

**5%**

**Association & Media / Others**

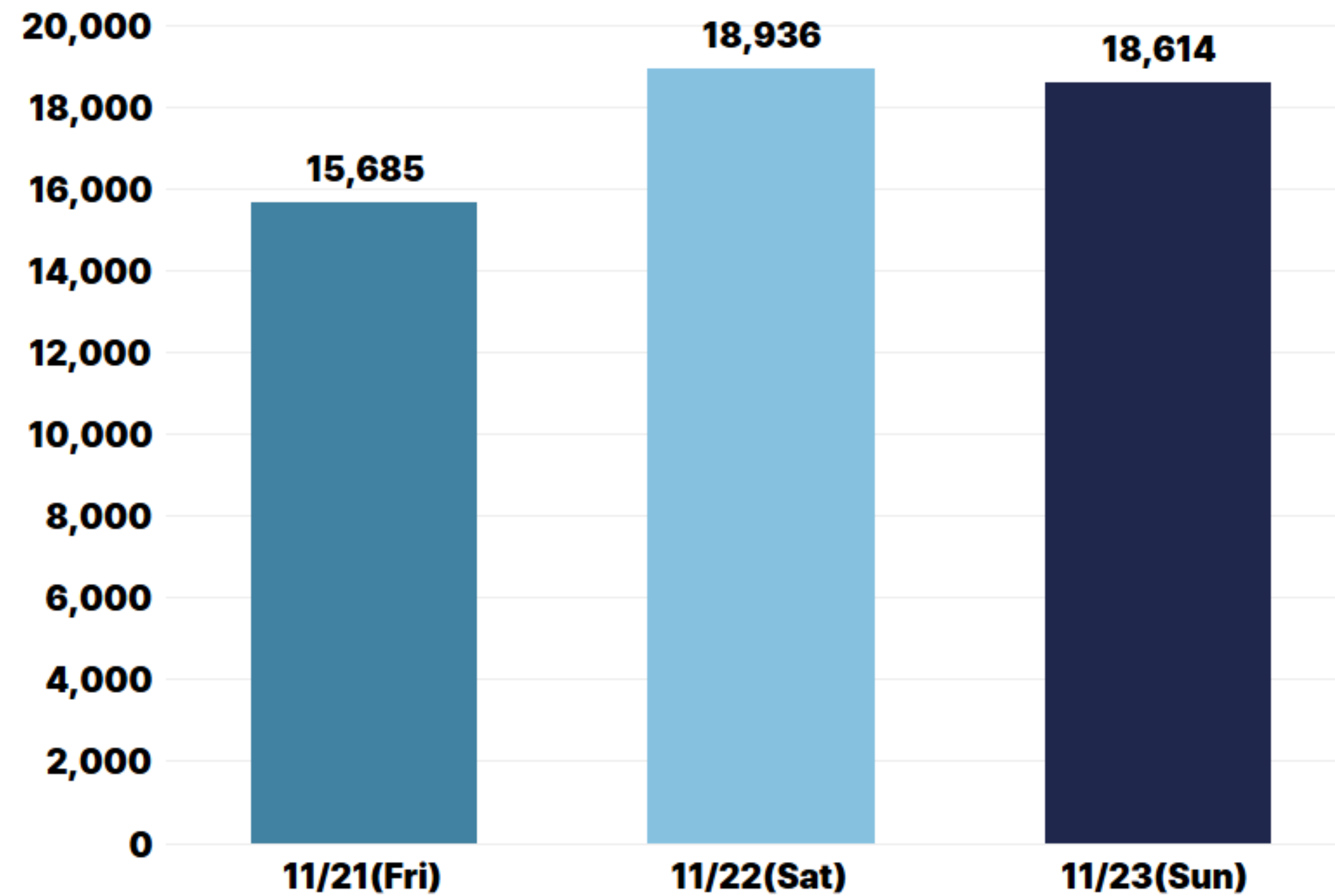
**4%**



# Korean Visitor Analysis

## Number of visitors by date

(\*Number of tickets issued, excluding duplicate admission)



**Total Visitors**  
(Including 'End Customer')

**53,235**

## Top 3 Trade visitor's Occupation

Distributor	23%
Manufacturer	22%
Retailer(On/Offline)	13%

## Top 5 Products of interest

\* Duplicate Response & Excluding N/A

Food & Treat	69.2%
Outdoor & Travel Gear	14.6%
Beds & Home	4.2%
Grooming	2.6%
Toys	2.6%

## Top 5 Reasons for Visiting

\* Duplicate Response & Excluding N/A

To gather Information on Korean pet market trends	75.2%
New Products Sourcing and Consultation	8.1%
Product Procurement and Contracting	6.6%
Gathering On/Offline Distribution Information	5.1%
To find new business partner	2.5%



# Overseas Trade Visitor Analysis

## Top 10 Buyer Countries international



1. China	20.9%	6. Singapore	4.5%
2. Japan	17.2%	7. United States	2.7%
3. Taiwan	17.0%	8. Indonesia	1.5%
4. Hong Kong	14.5%	9. Malaysia	1.5%
5. Thailand	5.2%	10. Philippines	0.9%

## Top 3 Trade visitor's Occupation

Retailer	29.7%
Distributor	19.5%
Manufacturer	15.8%

## Top 5 Products of interest

\* Duplicate Response & Excluding N/A

Apparel & Accessories	66.82%
Food & Treat	57.47%
Outdoor & Toys	52.70%
Healthcare & Wellness	22.46%
Grooming	13.01%

## Top 5 Reasons for Visiting

\* Duplicate Response & Excluding N/A

To gather information on Korean pet market trends	59.92%
Contact / Purchase / Sourcing / Business Consultation	48.40%
To find new business partner	26.24%
In preparation for entering the Korean market	19.29%
Maintaining business contacts	11.20%



# 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.



**17 Countries**



**628 Business Matchings**



**153 Buyers**



**211 Companies**



**73% Satisfied**



# Special Zone - Business Lounge

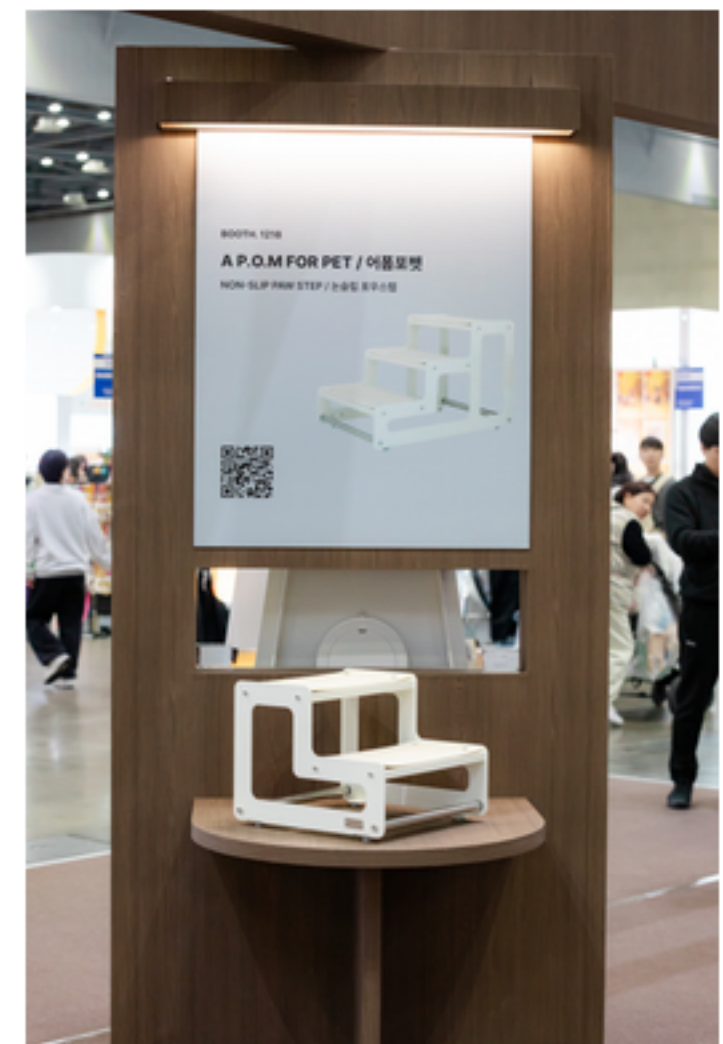
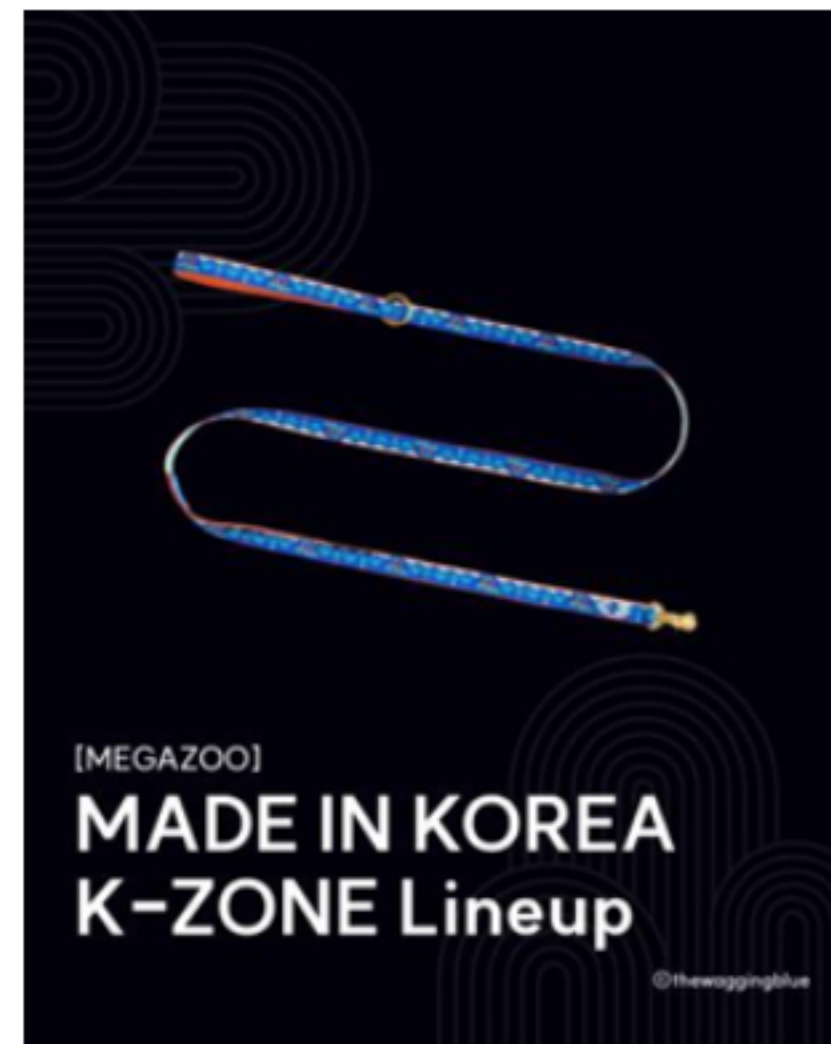
MEGAZOO Business Lounge is a premium space designed exclusively for exhibitors and trade visitors. This served as a central hub for fostering and enhancing business relationships throughout the event. It was also a main space where our Biz-Matching program has taken place. VIP rooms were available for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





# Additional Event - K-ZONE Showcase

<b>K-ZONE Showcase</b>	'K-Zone' is a showcase introducing a variety of pet products uniquely designed with a Korean touch. Effectively integrating Korean cultural elements and aesthetics into the creation of pet food and accessories, this showcase presents products that harmoniously combine style and functionality for pet owners.
<b>Participating Brands</b>	118 brands, 127 products
<b>Final Selected Brands</b>	20 Brands





# Additional Event - 15 minute Pet Meal Design Competition

## Participating companies

14 Sponsors

43 Sponsored Products





# Gallery





# Next Show Schedule

## MEGAZOO 2026 Season 1

DATE	May 29(Fri) – 31(Sun), 2026
OPENING TIME	09:30 - 18:00 (Last Entry 17:30)
VENUE	KINTEX, GOYANG, REPUBLIC OF KOREA

## MEGAZOO 2026 Season 2

DATE	November 20(Fri) – 22(Sun), 2026
OPENING TIME	09:30 - 18:00 (Last Entry 17:30)
VENUE	KINTEX, GOYANG, REPUBLIC OF KOREA

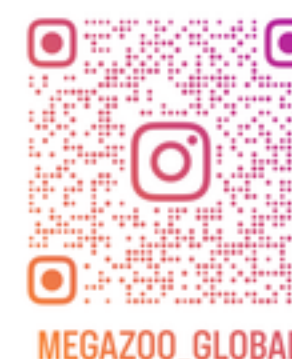
### Megazoo Website for Global Exhibitors & Trade visitor



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 [megazoo.co.kr/eng/](http://megazoo.co.kr/eng/)  
◀ Scan the QR code and go to the MEGAZOO website.

### Contact us for any inquiry

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