

MEGA Z 2026 Season 1

Korea's Premier Pet Industry Trade Show

Date : May 29-31, 2026

Venue : KINTEX, Goyang, Korea

SHOW REPORT

Exhibition Overview and Results

Title | MEGAZOO 2026 Season 1

Date | May 29-31, 2026

Venue | KINTEX 7-8 Hall (22,580m²)

Hosted by | Korea Pet Food Association

Organized by | MESSE ESANG Co., Ltd.

Support | Ministry of Agriculture, Food and Rural Affairs

444	835	42,319	22,580
Exhibitors	Booths	Visitors	Space(m²)



Exhibitor Analysis



444 Exhibitors

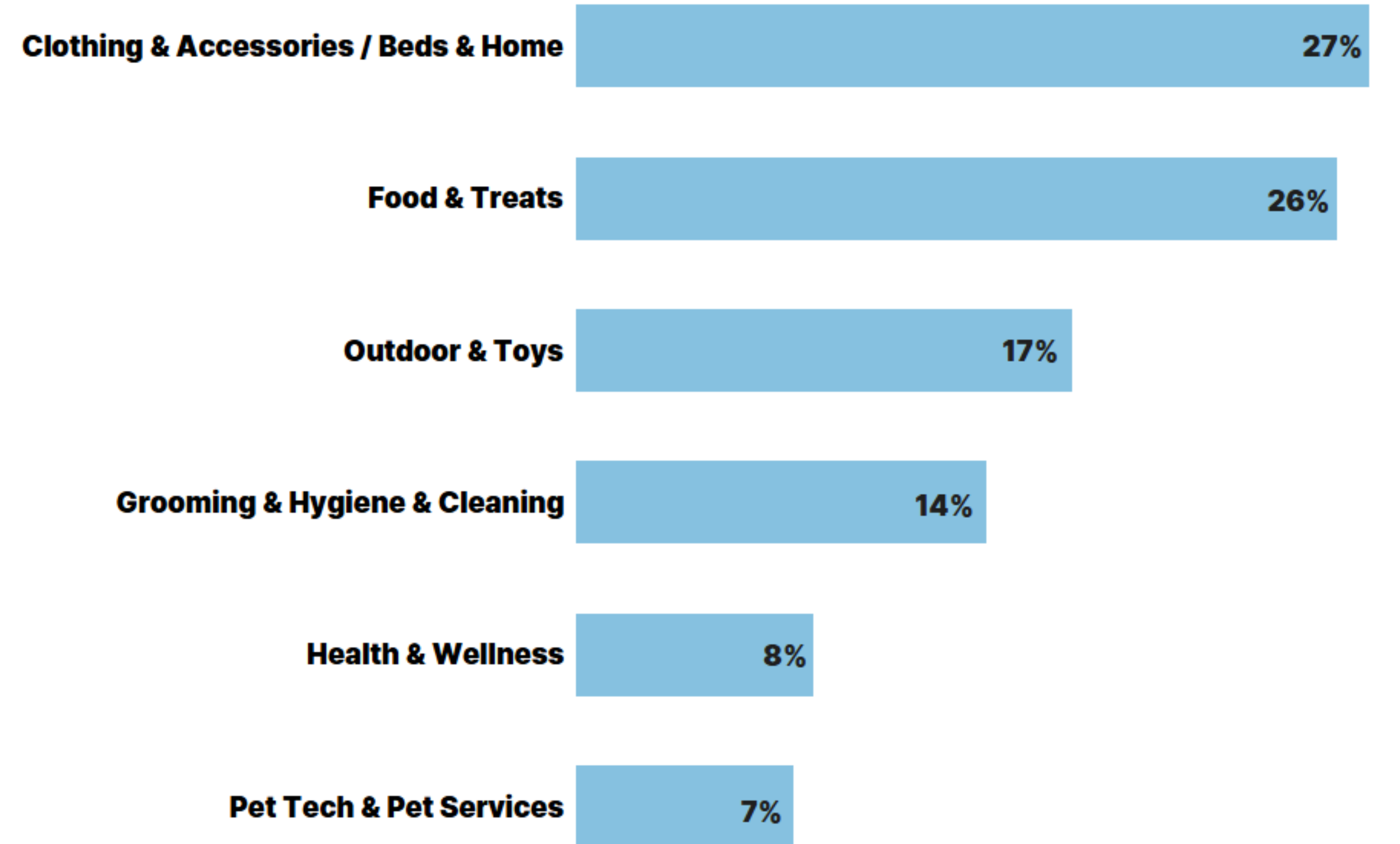


835 Booths



77 Exhibitors

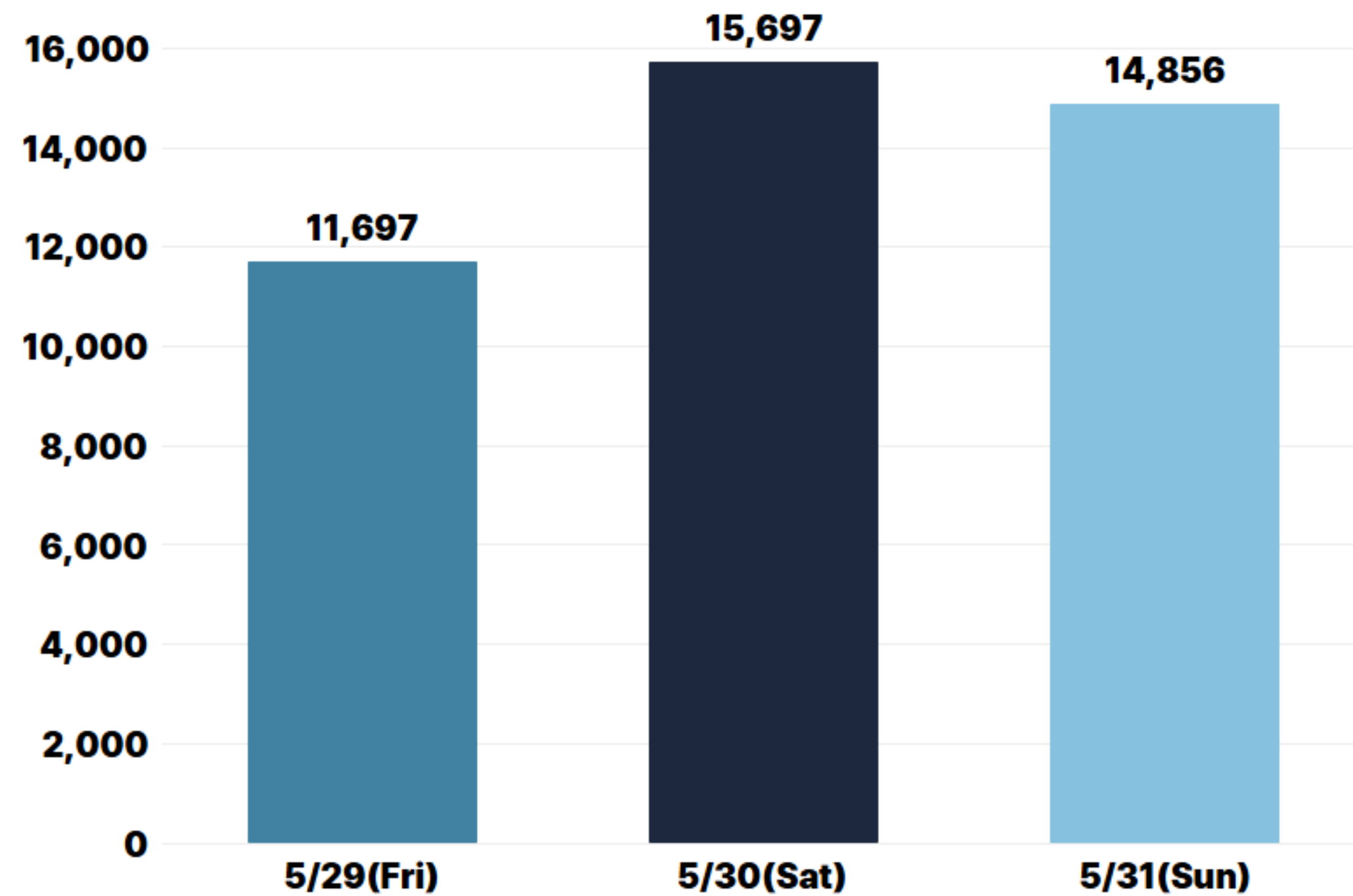
Categories



Korean Visitor Analysis

Number of visitors by date

(*Number of tickets issued, excluding duplicate admission)



Total Visitors
(Including 'End Customer')

42,319

Top 3 Trade visitor's Occupation

Manufacturer	28.6%
Distributor	15.3%
Retailer(On/Offline)	10.8%

Top 5 Products of interest

* Duplicate Response & Excluding N/A

Food	51.2%
Treat	45.8%
Clothes & Accessories	35.5%
Outdoor & Travel Gear	30.7%
Toys	25.1%

Top 5 Reasons for Visiting

* Duplicate Response & Excluding N/A

To gather information on Korean pet market trends	31.2%
New Products Sourcing and Consultation	15.9%
Gathering On/Offline Distribution Information	15.4%
Product Procurement and Contracting	13.4%
To find new business partner	12.4%

Overseas Trade Visitor Analysis

Top 10 Buyer Countries international



1. China	25.6%	6. Singapore	3.1%
2. Japan	22.7%	7. Philippines	1.5%
3. Taiwan	18.0%	8. Malaysia	1.3%
4. Hong Kong	15.3%	9. Indonesia	1.2%
5. Thailand	8.7%	10. United States	1.0%

Top 3 Trade visitor's Occupation

Retailer(On/Offline)	33.6%
Importer/Distributor	25.4%
Pet Services(Hotel, Cafe, Grooming)	13.4%

Top 5 Products of interest

* Duplicate Response & Excluding N/A

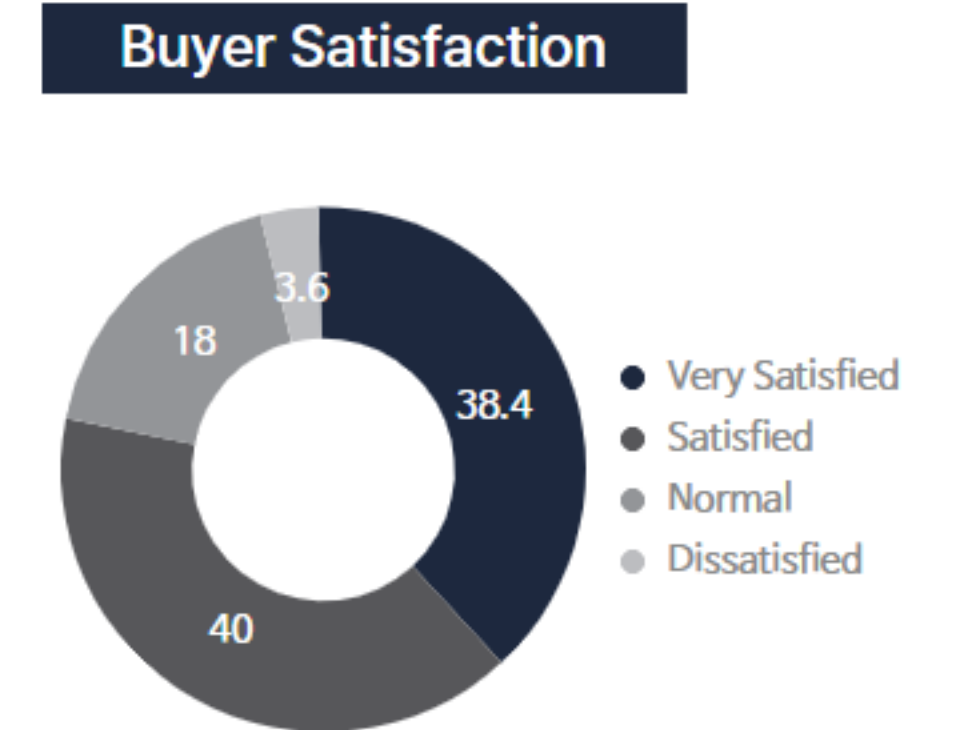
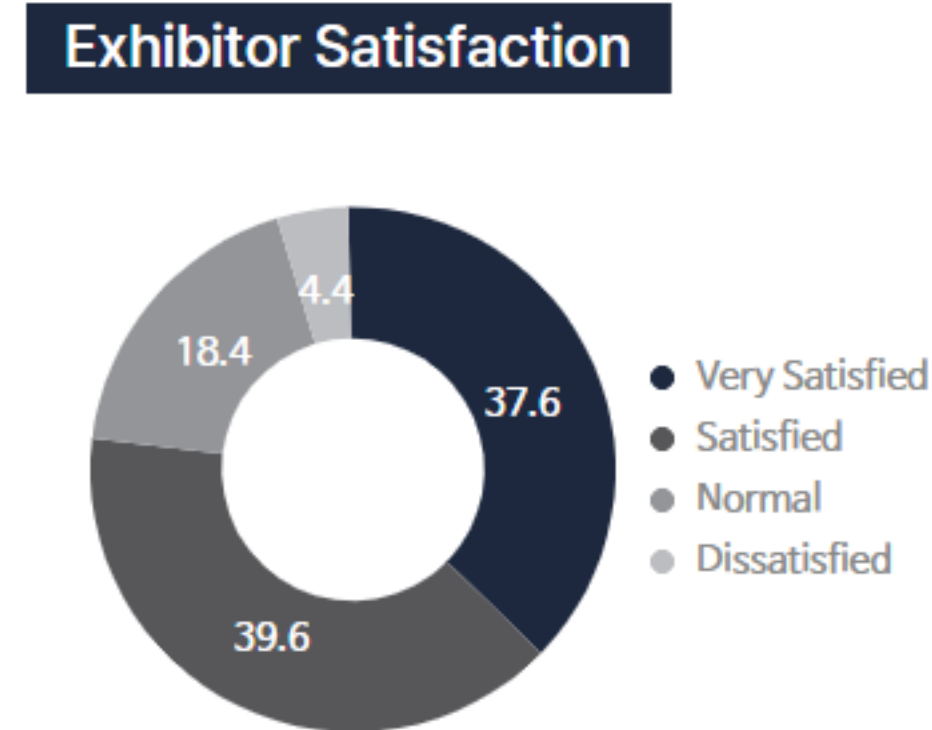
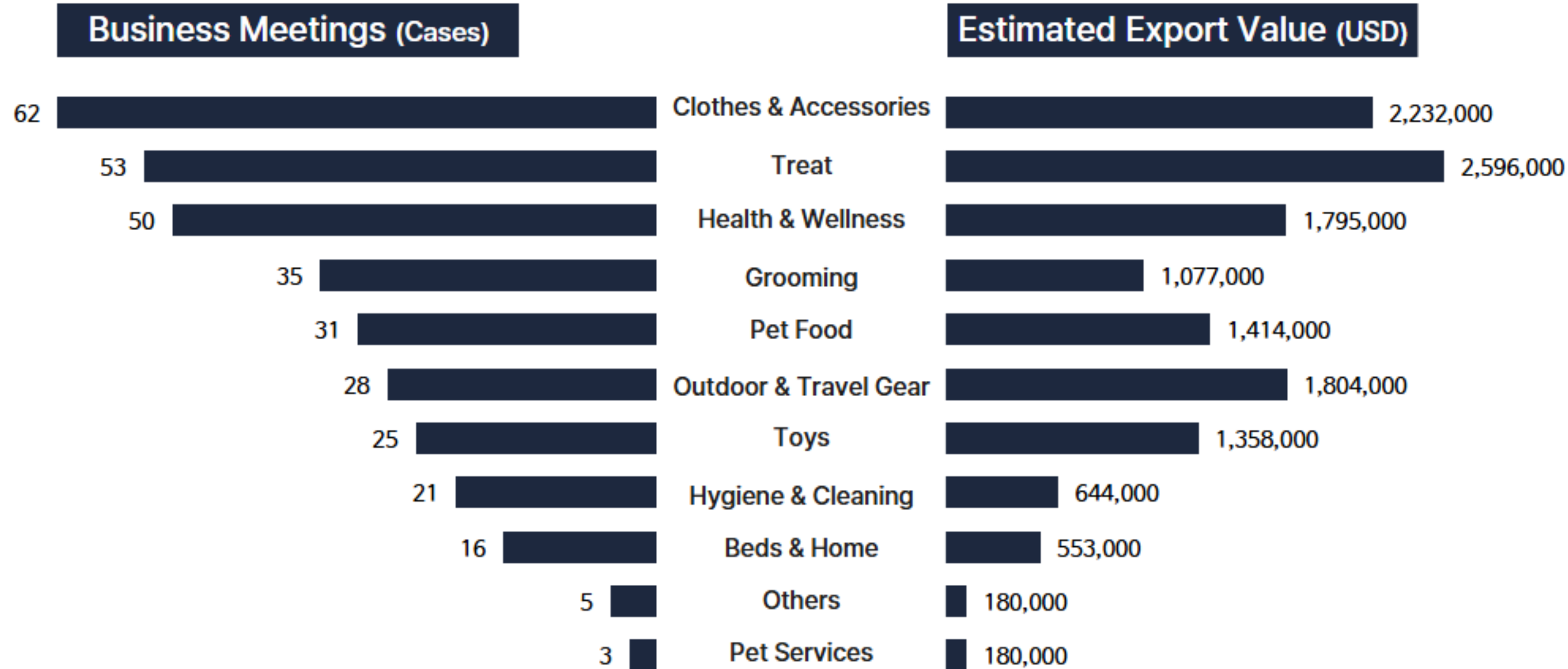
Clothes & Accessories	72.9%
Food	72.0%
Toys	69.2%
Grooming	53.8%
Treat	52.4%

Top 5 Reasons for Visiting

* Duplicate Response & Excluding N/A

Product Sourcing / Purchasing	94.5%
Market Research & Trends	78.9%
Business Partnership / Networking	59.1%
Personal Shopping & Leisure	26.4%
Considering Exhibiting at MEGAZOO	10.7%

Global Biz-Matching Program



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.

This year, all Biz-Matching meetings were conducted in a dedicated meeting room (Room 303), offering a professional, comfortable, and private environment for exhibitors and buyers to connect and discuss business opportunities.



Gallery



Next Show Schedule

Title | MEGAZOO 2026 Season 2

Date | NOV 20-22, 2026

Venue | KINTEX, Goyang, Korea

Hosted by | Korea Pet Food Association

Organized by | MESSE ESANG Co., Ltd.

Support | Ministry of Agriculture, Food and Rural Affairs



Visitor
Registration



Exhibitor
Participation

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