

# **Pet Event & Expo Services Market Forecasts to 2032 – Global Analysis By Event Type (Trade Shows, Consumer Expos, Adoption Events, Breed Shows, Competitive Sporting Events and Educational Conferences & Seminars), Service Type, Pet Type, Revenue Model, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Pet Event & Expo Services Market is accounted for \$65.23 billion in 2025 and is expected to reach \$116.07 billion by 2032 growing at a CAGR of 8.5% during the forecast period. Pet Event & Expo Services involve the professional planning, organization, and execution of trade shows, exhibitions, and specialized events within the pet industry. These services support manufacturers, service providers, retailers, and stakeholders in showcasing products, engaging audiences, and fostering business relationships. Key functions include event strategy, marketing, logistics, booth design, registration, and on-site management. By enabling networking, product launches, and brand promotion, these services enhance industry visibility, facilitate knowledge exchange, and create structured opportunities for commercial growth and meaningful consumer engagement.

### **Market Dynamics:**

Driver:

Rising Pet Ownership & Humanization of Pets

The growing trend of pet ownership, coupled with the increasing humanization of pets, is driving demand for Pet Event & Expo Services. Pet owners are seeking enhanced

experiences, premium products, and specialized services for their animals, prompting manufacturers and service providers to participate in trade shows and expos. This trend fuels market growth by encouraging innovation, expanding product portfolios, and increasing participation in industry events, creating opportunities for businesses to strengthen brand engagement and consumer loyalty globally.

Restraint:

### High Operational & Logistics Costs

High operational and logistics costs pose a significant restraint on the market. Planning and executing large-scale trade shows require substantial investment in venue rentals, booth setup, transportation, staffing, and marketing. These expenses can limit participation, particularly for small and mid-sized companies, and may reduce profitability. Consequently, cost constraints can slow market expansion, making it critical for service providers to optimize operations, adopt technology-driven solutions, and implement cost-efficient strategies to sustain growth.

Opportunity:

### Innovation & Product Launches

Innovation and product launches present a significant opportunity for the Pet Event & Expo Services market. Trade shows and expos provide an ideal platform for companies to introduce new products, demonstrate technological advancements, and showcase unique offerings to a targeted audience. This enables businesses to gain market visibility, attract investors, and build strategic partnerships. By leveraging these events, manufacturers and service providers can drive consumer engagement, strengthen brand positioning, and capitalize on emerging trends, ultimately accelerating growth in the global pet industry.

Threat:

### Regulatory & Compliance Challenges

Regulatory and compliance challenges represent a key threat to the market. Different countries enforce varying standards related to pet welfare, trade, event management, and safety protocols. Navigating these regulations requires significant effort, resources, and expertise, which can delay event approvals, increase operational complexity, and

limit market participation. Non-compliance can result in penalties, reputational damage, or restricted access. Companies must maintain rigorous adherence to regulations and adopt proactive compliance strategies to mitigate risks and sustain market growth.

### **Covid-19 Impact:**

The COVID-19 pandemic significantly impacted the Pet Event & Expo Services market, causing temporary event cancellations, reduced attendee participation, and logistical disruptions. Social distancing measures and travel restrictions forced organizers to adopt virtual or hybrid formats, accelerating digital transformation in the industry. While the pandemic initially slowed growth, it also created opportunities for innovative event solutions, online engagement, and enhanced safety protocols.

The birds segment is expected to be the largest during the forecast period

The birds segment is expected to account for the largest market share during the forecast period, due to increasing ownership of ornamental and companion birds. Bird enthusiasts and breeders actively participate in trade shows and expos to access specialized products, healthcare services, and accessories. Exhibitions focused on birds attract a wide audience, providing opportunities for manufacturers to showcase niche products and strengthen brand visibility. Growing interest in bird care, nutrition, and wellness fuels demand for targeted Pet Event & Expo Services within this segment globally.

The exhibitor fees segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the exhibitor fees segment is predicted to witness the highest growth rate, due to rising participation of manufacturers, retailers, and service providers in trade shows and expos contributes to increasing revenue from exhibitor fees. Businesses are willing to invest in premium exhibition spaces, sponsorships, and marketing packages to gain maximum visibility and reach target audiences. The trend reflects growing recognition of events as strategic platforms for brand promotion, product launches, and networking, further driving the financial growth and profitability of Pet Event & Expo Services globally.

### **Region with largest share:**

During the forecast period, the Asia Pacific region is expected to hold the largest market

share, due to rapid urbanization, rising disposable income, and a growing pet-owning population are driving demand for pet-focused events and exhibitions. Increasing awareness of pet wellness nutrition and lifestyle products further boosts participation by manufacturers and service providers. The region's dynamic market, coupled with strong trade show infrastructure and growing consumer engagement, positions Asia Pacific as a dominant hub for Pet Event & Expo Services globally.

### **Region with highest CAGR:**

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to region benefits from high pet ownership, mature event infrastructure, and advanced marketing practices. Strong consumer spending on pet care, coupled with the presence of major industry players, drives frequent trade shows, expos, and product launches. Additionally, North American businesses increasingly leverage these events for networking, brand visibility, and innovation promotion, fueling rapid growth and positioning the region as a key market for Pet Event & Expo Services.

### **Key players in the market**

Some of the key players in Pet Event & Expo Services Market include Global Pet Expo, Pet Fair South East Asia (PFSEA), Interzoo, Pet Fair South China, Pet Fair Asia, Pet Expo Malaysia, SUPERZOO, Pet Expo Connect Singapore, China International Pet Show (CIPS), Petzoo Eurasia, World of Pet Supplies, Pet Expo Singapore, ParkZoo International Pet Industry Exhibition, InterPetFest and PETEX India.

### **Key Developments:**

In August 2024, Pet Fair Asia's organizer Globus Events struck a strategic deal with Beijing Lanneret to invest in the China Pet Expo, aiming to unite expertise, boost impact across China's pet market and upgrade the Expo for 2025 and beyond.

In June 2023, SuperZoo and Pet Fair South East Asia forged a collaboration to bridge the U.S. and Asian pet industries through cross-promotion and shared conference content, fostering global industry connections and business opportunities at their respective trade shows.

### **Event Types Covered:**

Trade Shows

Consumer Expos

Adoption Events

Breed Shows

Competitive Sporting Events

Educational Conferences & Seminars

#### Service Types Covered:

Event Planning & Management

Venue Selection & Management

Booth Design & Exhibition Services

Marketing & Promotion Services

Ticketing & Registration Services

Sponsorship & Partnership Management

Logistics & On-site Operations

#### Pet Types Covered:

Dogs

Cats

Birds

Small Mammals

## Reptiles & Exotic Pets

### Revenue Models Covered:

Sponsorship Revenue

Exhibitor Fees

Ticket Sales

Advertising & Media Rights

### End Users Covered:

Pet Owners

Pet Product Manufacturers

Veterinary Clinics & Hospitals

Pet Service Providers

Animal Welfare Organizations

### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

**What our report offers:**

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

**Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

**Company Profiling**

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

**Regional Segmentation**

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

## Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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