



Final Report

3—6 April 2025

Tokyo Big Sight

East hall 1・2・3・4・5・6・7・8



**Japan Pet Products
Manufacturers Association**



messe frankfurt

Interpets 2025 Final Report

Interpets 2025 was held using the entire East Hall (1 - 8) of Tokyo Big Sight. This edition was the largest scale ever, and the number of exhibitors and visitors recorded the highest with a big success. We, the organizer, would like to express our sincere gratitude to everyone who participated and cooperated.

The next edition will be held on 2 - 5 April, 2026. We will do our best to make Interpets to be able to contribute to the steady development of the pet industry and the expansion of your business.

The number of exhibitors was 980 companies from 20 countries and regions (710 domestic/270 overseas). The number of exhibitors increased significantly from last year, additional 143 domestic companies and 98 overseas companies. The event was enriched with its internationality, with group exhibitors from Canada, South Korea, Hong Kong, and two groups from China.

The number of business visitors was 28,313, private visitors was 52,052, and accompany pets was 27,027. The number of visitors increased across all industries, with a steady increase in the number of visitors from pet shops, specialty retailers, and pet salons. The number of business visitors from overseas also increased this time, led by visitors from China, Taiwan, and Korea. The figures reflect the fact that Interpets is recognized year by year as an international pet-related trade fair in Japan.

New zones "Pet Disaster Prevention" and "Pet-Tech" were highlighted. In the "Disaster prevention with Pets" zone, in addition to exhibitor booth, a special event where visitors could experience evacuation with their pets was held, against the backdrop of Japan's disaster-prone situation. Many visitors get the knowledge about disaster prevention through the questions and the disaster prevention notebooks are provided during the event. The theme of pet disaster prevention also attracted a lot of media attention, with multiple TV program and online news, and the event was covered by many media outlets.

A promotion to the visitors was carried out mainly using social media, which are from the official Instagram accounted with 51,115 followers and LINE with 27,362 friends. (as of 18 April, 2024).

Number of exhibitors

| | |
|--|-----|
| domestic | 710 |
| International (exhibitors / 20 countries regions) | 270 |
| Total | 980 |

Number of visitors

| Date | 3 April (Thu) | 4 April (Fri) | 5 April (Sat) | 6 April (Sun) | Total |
|----------|---------------|---------------|---------------|---------------|--------|
| Business | 12,951 | 8,112 | 3,778 | 3,472 | 28,313 |
| Private | - | 15,329 | 18,650 | 18,073 | 52,052 |
| Total | 12,951 | 23,441 | 22,428 | 21,545 | 80,365 |

| | | | | | |
|-----|-------|-------|-------|-------|--------|
| Pet | 1,624 | 7,451 | 9,520 | 8,432 | 27,027 |
|-----|-------|-------|-------|-------|--------|

※Visits on multiple days are counted multiple times.

※Exhibitors, staff, press, and ambassadors are excluded.

※the way to count the number of pets has changed.

Fact & Figures

| | |
|------------------|--|
| Event title | Interpets 2025 |
| Period | 3 – 6 April, 2025 10:00 – 17:00 *Open for business: 3 – 6 April *Open to public: 4 – 6 April |
| Venue | Tokyo Big Sight East Hall 1・2・3・4・5・6・7・8 |
| Organiser | Japan Pet Food Association Japan Pet Products Manufacturers Association Messe Frankfurt Japan Ltd. |
| Official support | Japanese Animal Hospital Association/Japan Medical Association /Tokyo Veterinary Medical Association/ Chiba Veterinary Medical Association/Fukushima Veterinary Medical Association/ Mie Veterinary Medical Association/OSAKA PREFECTURE VETERINARY MEDICAL ASSOCIATION/ Piia Knots/The Eye mate Inc. /Japan Guide Dog Association/ Guide Dog & Service Dog & Hearing Dog Association of Japan/Yamatane Museum of Art/ Japan Society for the Prevention of Cruelty to Animals/Japan Association of Healthcare Initiative/ JAPAN KENNEL CLUB/Japan DIY ・HC Association/Japan Small Animal Veterinary Association/ Japanese Society of Pet Animal Nutrition/National Supermarket Association of Japan (NSAJ)/ Zenkoku Pet Kyokai/Japan Pet food & supplies Wholesalers Association/ Japanese Board of Veterinary Practitioners/National Pet Cemetery Association/ Japan Society for Animal Specialty Education/Pet Esthétique International Association Japan/ Human & Pet Happiness Creating Association/ Japan China Pet Association/ Domestic Animals Welfare Association/Japanese Veterinary Nurse for Companion Animals Association/ JAPAN ASSOCIATION OF CHAIN DRUG STORES/Japan Bird & Small Animal Association/ Japan Reptiles & Amphibians Association/J-HANBS Inc. Foundation/ THE NATIONAL FEDERATION OF All JAPAN GUIDE DOG TRAINING INSTITUTIONS/ Japanese Service Dog Resource Center/Japan Animal Health Technician Association/ Japan Service Dog Association/Japan Ornamental Fish Association / Association For Promoting Living with Pets/PET SERVICE GROUP Cooperate Union/ Chiba Companion Animals & Flower Professional Training College/GAKKOUHOUJIN RISSISHA / JAPAN ANIMAL 21 / RISSHISHA ANIMAL COLLEGE / YOKOHAMA ANIMAL COLLEGE/ Yamazaki Educational Foundation/Pet Food Fair Trade Associations |

Please refer to the official website for a list of exhibitors and floor layout.



Please see the press photos for scene from the event.

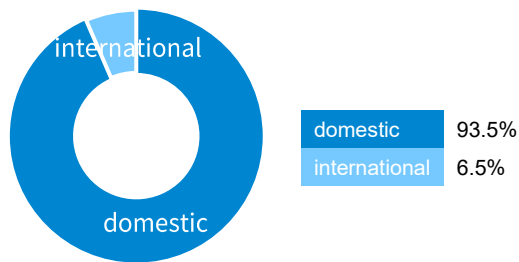


Business Visitors

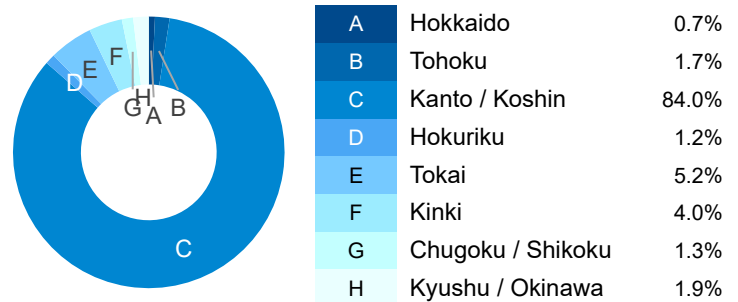
Number of business visitors

| 3 April (Thu) | 4 April (Fri) | 5 April (Sat) | 6 April (Sun) | Total |
|---------------|---------------|---------------|---------------|--------|
| 12,951 | 8,112 | 3,778 | 3,472 | 28,313 |

Countries & regions

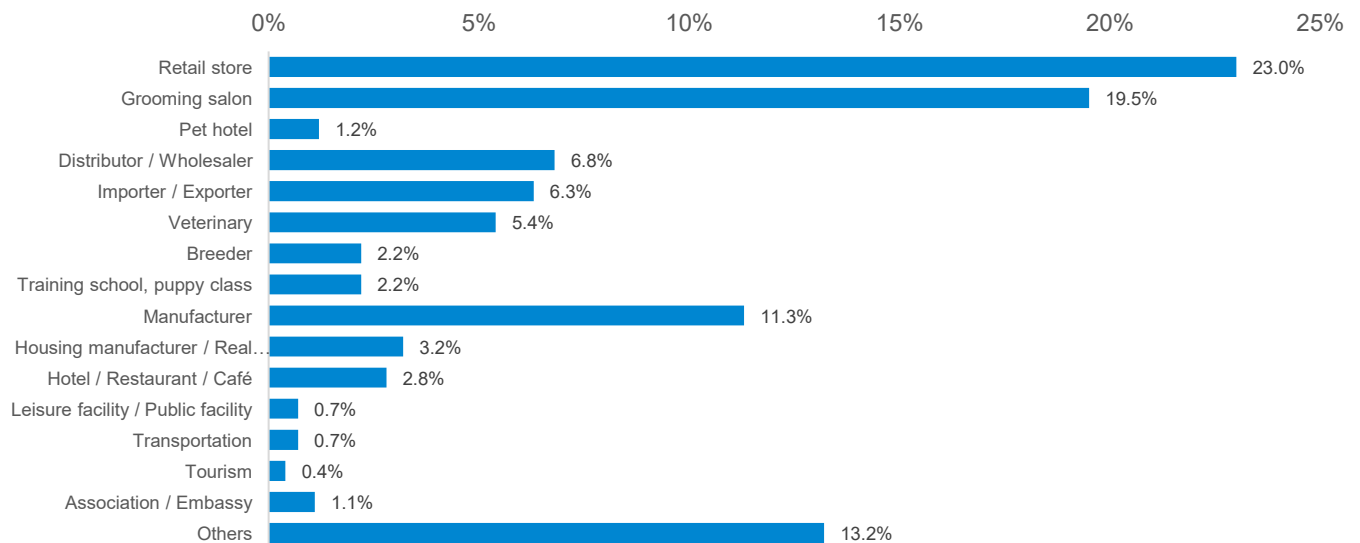


Domestic local areas

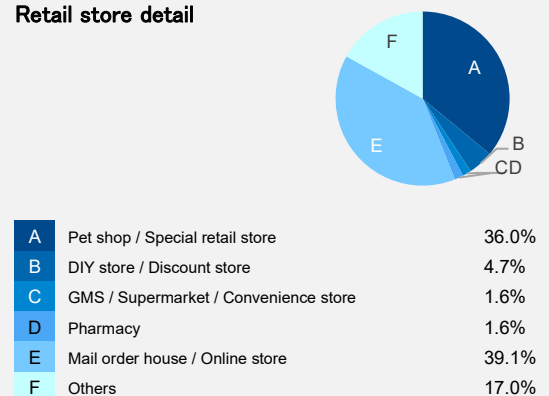


Australia, Belgium, Brazil, Canada, China, Colombia, France, Germany, Hong Kong, Indonesia, Italy, Kazakhstan, Republic of Korea, Macao, Malaysia, Mongolia, Nepal, Netherlands, New Zealand, Philippines, Poland, Portugal, Russian Federation, Saudi Arabia, Singapore, Sri Lanka, Switzerland, Taiwan, Thailand, Türkiye, United Arab Emirates, United Kingdom, United States, Viet Nam, Japan

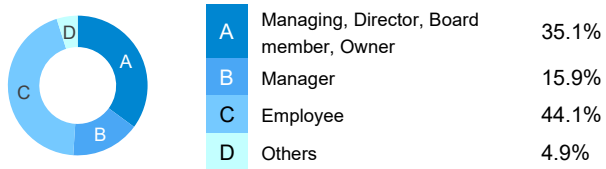
Business visitors industry classification



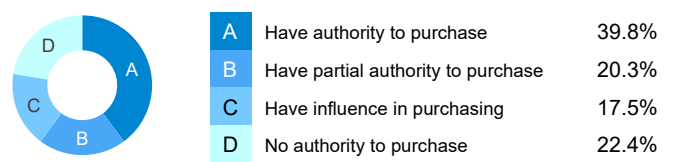
Retail store detail



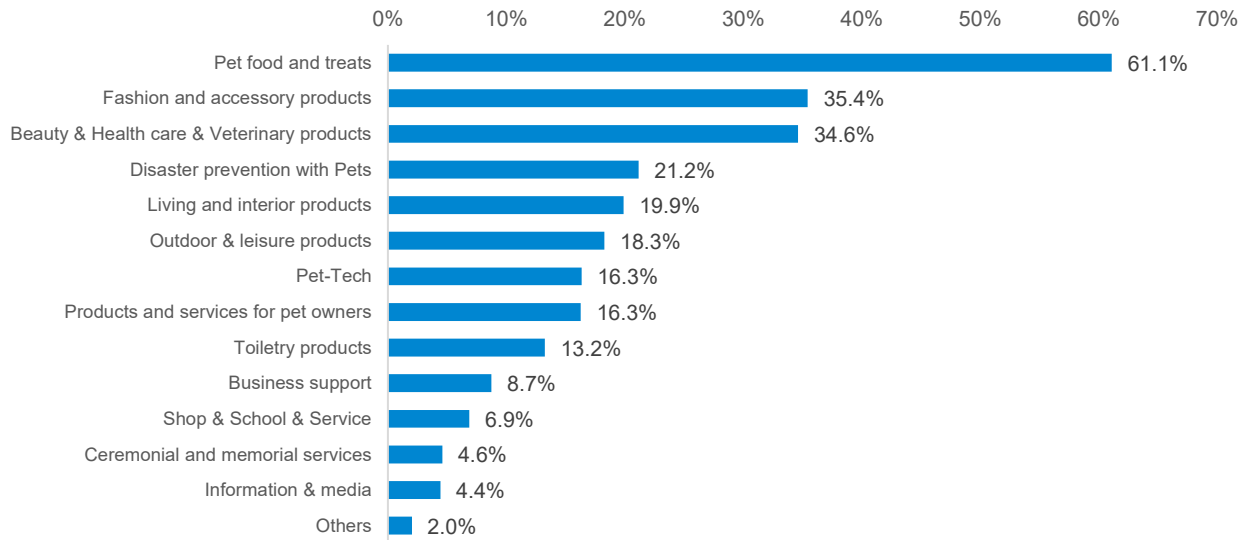
Job title / position



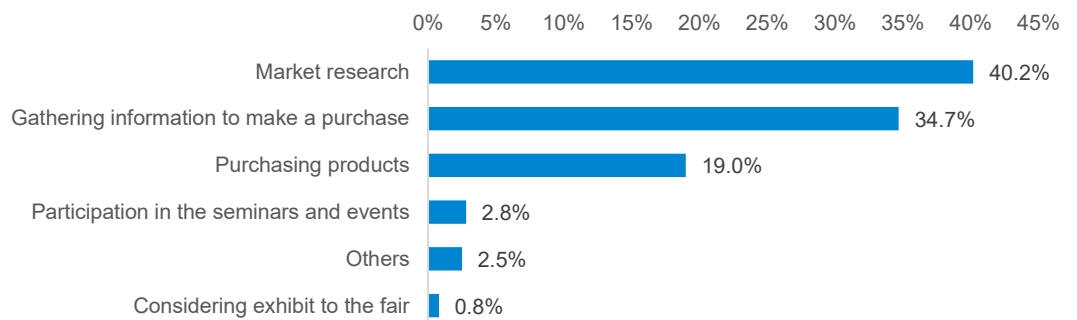
Authority in purchasing decisions



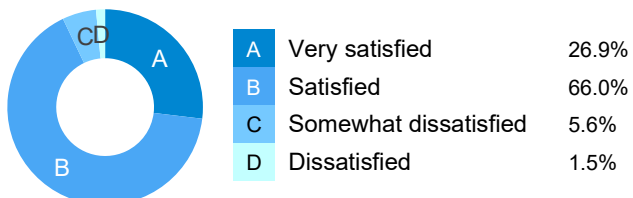
Interested product range (Multiple answers)



Objectives of participation (Multiple answers)



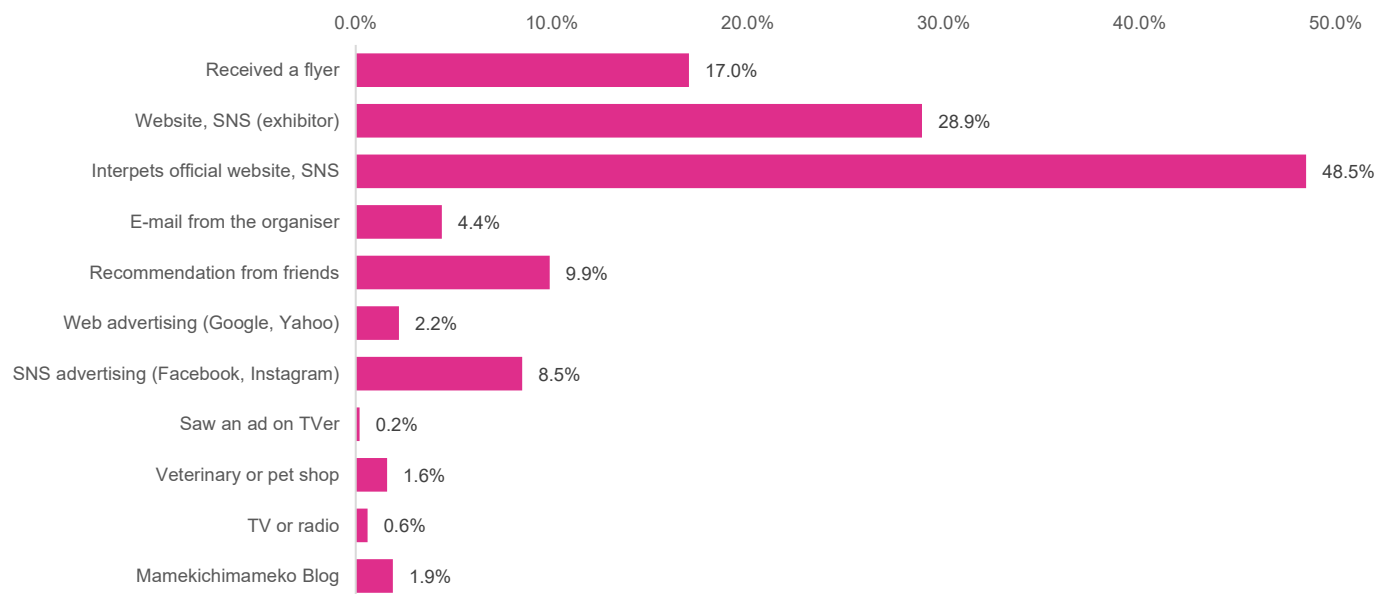
Overall impression of the fair



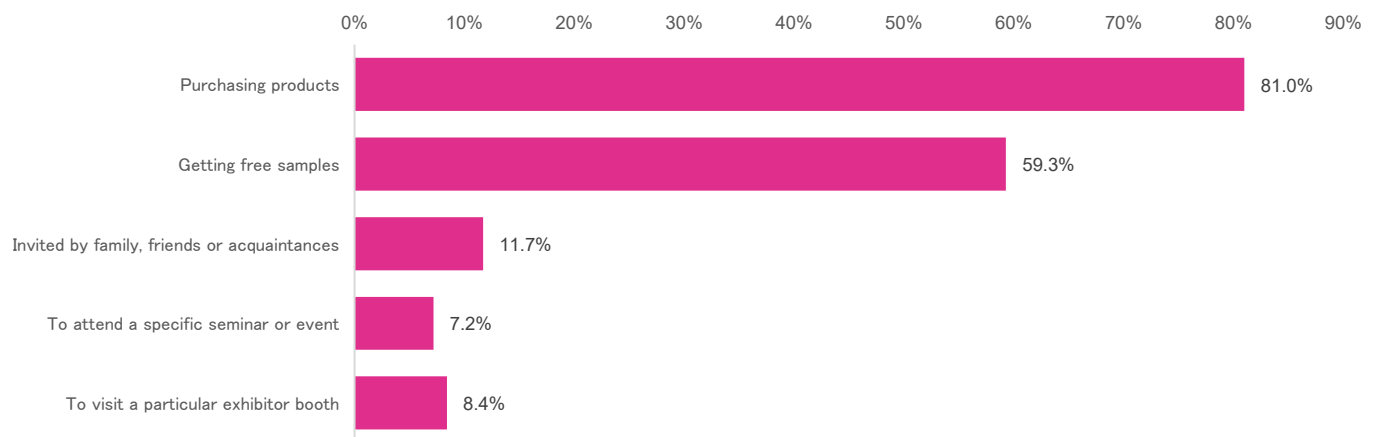
Number of private visitors

| 4 April (Fri) | 5 April (Sat) | 6 April (Sun) | Total |
|---------------|---------------|---------------|--------|
| 15,329 | 18,650 | 18,073 | 52,052 |

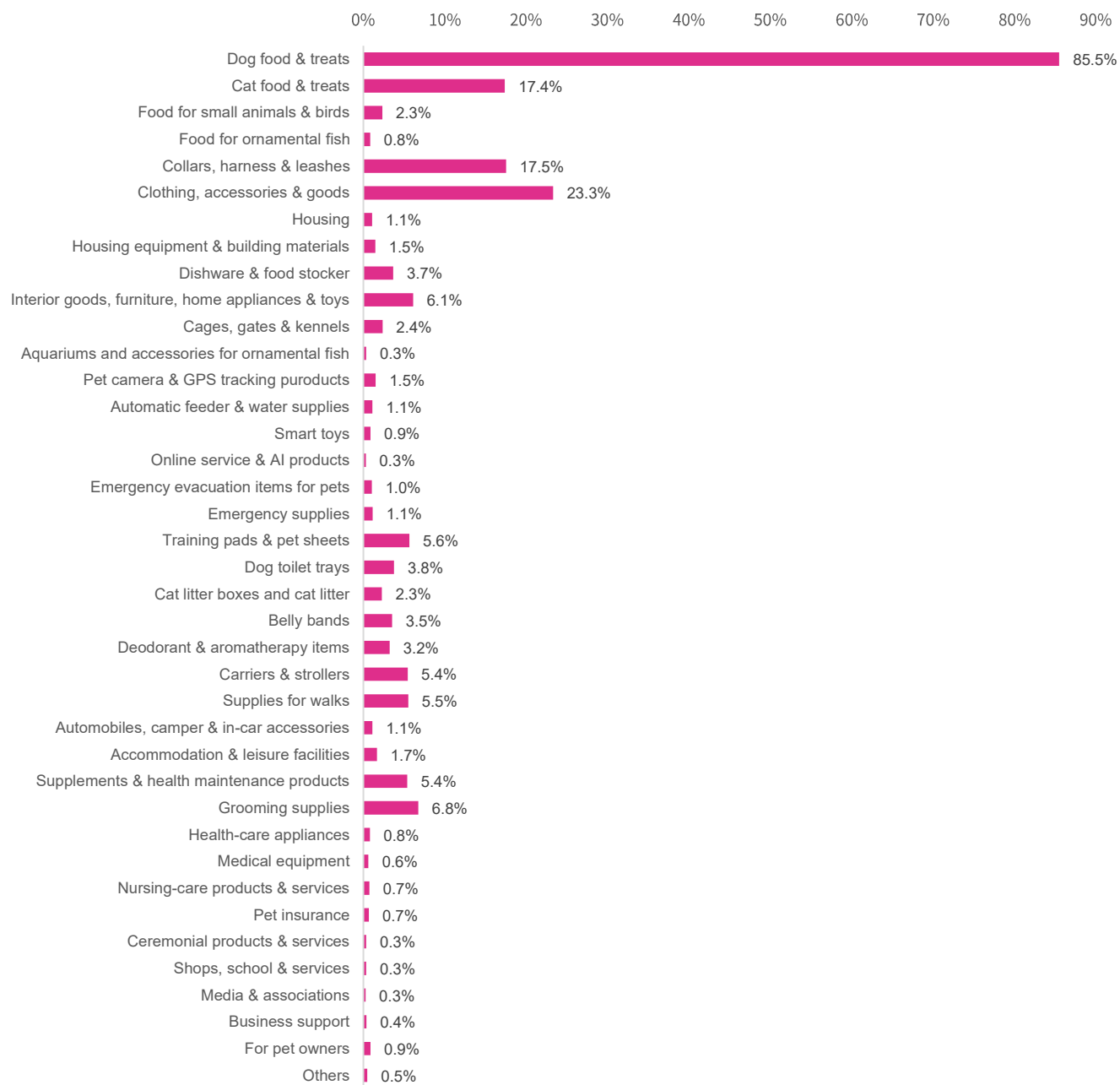
How obtain ideas



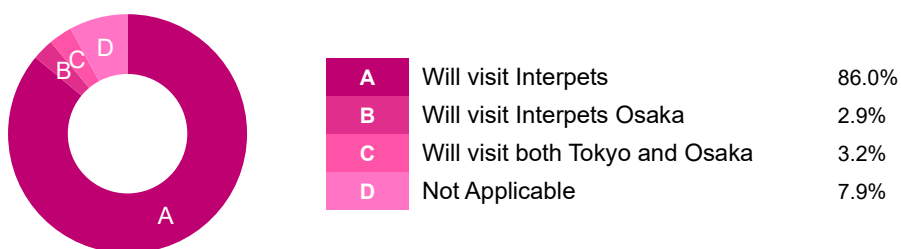
Motivations of your participation (Multiple answers)



Interested product range (Multiple answers)



Intention to visit the next edition



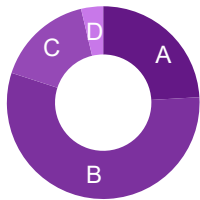
Number of exhibitors

980 exhibitors / 20 countries • regions

(domestic 710 / international 270)

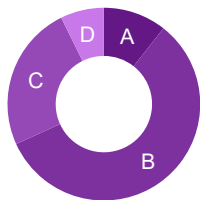
| | | | | | | | |
|-------------|-----|----------------|-----|--------------------------------|----|---------------|----|
| Japan | 710 | China | 142 | Hong Kong | 38 | Singapore | 2 |
| Australia | 2 | Czech Republic | 1 | India | 1 | Thailand | 3 |
| Brazil | 1 | Germany | 3 | Korea, the Republic of (South) | 40 | Turkiye | 1 |
| Canada | 8 | Finland | 1 | New Zealand | 1 | Taiwan | 16 |
| Switzerland | 1 | France | 2 | Poland | 2 | United States | 5 |

Overall result of the exhibition



| | | |
|----------|-----------------------|-------|
| A | Very satisfied | 24.1% |
| B | Satisfied | 55.9% |
| C | Somewhat dissatisfied | 16.3% |
| D | Dissatisfied | 3.7% |

Number of business visitors

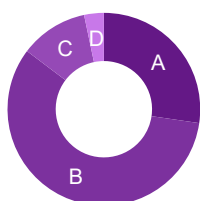


| | | |
|----------|-----------------------|-------|
| A | Very satisfied | 10.6% |
| B | Satisfied | 57.6% |
| C | Somewhat dissatisfied | 24.5% |
| D | Dissatisfied | 7.3% |

Those business Visitors matched your target?

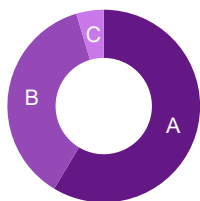


Number of private visitors



| | | |
|----------|-----------------------|-------|
| A | Very satisfied | 27.3% |
| B | Satisfied | 58.0% |
| C | Somewhat dissatisfied | 11.4% |
| D | Dissatisfied | 3.3% |

Intention to Exhibit the next edition?



| | | |
|---|--------------|-------|
| A | Yes | 58.6% |
| B | Possibly | 36.8% |
| C | Probably Not | 4.6% |

Exhibitor feedback

【Disaster prevention with Pets Zone】

Our main targets are local governments and companies. We were in contact with local governments, but we were also able to talk with organizations and companies connected to them. We received inquiries about the prototypes we displayed from retailers and wholesalers, so we will now move towards commercializing them. We also had some TV coverage, so we are satisfied with the results of our exhibit. We are also considering exhibiting at Interpets Osaka.

PAWPORT/ NAKAGOMI Corp.
Mr. Kota Nakagomi

【Pet foods & treats Zone】

There were more overseas visitors (shop owners) than usual, which led to business transactions. Although it was difficult to do business immediately in some countries, many business visitors, mainly from Asia, visited our booth, and the results were very good. By exhibiting on an ongoing basis, visitors remember our brand, which leads to customers return every year and increases recognition. We would like to continue exhibiting next year as well.

kitanokiwami/Fine2
Mr. Yasuharu Shinoda

【Aquarium Zone】

There are many products for dogs and cats, so not many aquariums (ornamental fish) in Interpets, but by continuing to exhibit, the number of visitors to our booth was higher than last time. Since we displayed living fishes and water plants in tanks, people who are interested stop and look at them, so we think it is a good opportunity to let people know about our products and brands. It would be even better if we could attract wholesalers specializing in aquariums.

Kotobuki Kogei Co., Ltd.
Mr. Satoru Akiyama

【Outing & travel Zone】

The reason to release a collaborative product with Square Enix Co., Ltd., who exhibited separately last time, was because my supervisor has been a huge fan of Dragon Quest. Our products are spread on Instagram by many private visitors, and we also received advance orders, which was a great success. Interpets is not only a chance to meet with a wide range of business visitors, but also because there are many participants from different industries, so we can meet exhibitors would not normally meet, and there is the possibility of creating new business opportunities for each other.

COMBI CORPORATION
Mr. Takanori Ogasahara

For a list of exhibitors, please
visit the Exhibitor Search on
our official website.



Next fair

Interpets TOKYO 2026

2—5 April 2026

Tokyo Big Sight, East Hall 1,2,3,7,8

*Open for business: 2 – 5 April

*Open to public: 3 – 5 April

Interpets OSAKA 2025

13 - 15 June 2025

INTEX Osaka

*Open for business: 13 - 15 June 2025

*Open to public: 14 - 15 June 2025

【Contact】

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