

Press release

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## Interpets heads to Osaka for a new show in 2023

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**With increased pet ownership expected to put Western Japan's pet care and services industry on a new growth path, Messe Frankfurt has made the decision to launch an Osaka edition of its popular Interpets series of trade fairs for a better life with pets. The new fair will fulfil demand for a specific show in Western Japan, and build on the success of Interpets Asia Pacific in Tokyo. The inaugural edition is set to take place from 16 – 18 June 2023 at INTEX Osaka. Featuring the customary tried and tested Interpets formula but with a regional twist, the Osaka show will showcase pet-related products and services in the fields of food, housing, interior design, fashion and accessories, IT, automobiles, tourism, leisure and health care.**



Interpets Asia Pacific 2022 under COVID-19 precautionary measures. Photo: Messe Frankfurt Japan

The inaugural show is expected to attract approximately 150 exhibitors and 12,000 visitors over the three-day period. Ms Mako Yamamoto, Executive Director of Messe Frankfurt Japan Ltd, says the show will bring new energy to the region. She explains: "We are very pleased to introduce this long-awaited edition of Interpets to Osaka. Japan as a whole is emerging as a centre of new business growth in the pet industry with strong demand in the pet market across the whole country. Western Japan in particular stands out as one of the most promising regions and feedback from participants at our Tokyo show suggested that we could tap into this to meet the needs of the industry. We are looking forward to meeting many new and existing participants and their pets at Interpets Osaka."

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According to a national survey of dog and cat ownership by the Japan Pet Food Association, there were approximately 380,000 new dog-

owning households and 360,000 new cat-owning households in 2021, a 22.2% and a 17.9% increase over 2019. The impact of the pandemic in particular has caused major changes in people's lives with their pets. In comparison to non-owners, a higher percentage of pet owners report having more peace of mind and feeling less lonely than in 2019, clearly demonstrating the increasing social value of pets. The number of cats in particular continues to moderately increase, leading to a rise in young owners in their 20s to 30s.

In order to contribute to the development of the pet industry, Interpets Osaka will provide industry professionals with an excellent venue for business meetings and agenda-setting discussions. The fair will also open its doors to the general public and their pets, providing owners the opportunity to learn about biology, health care, and to raise awareness of good pet manners.

### **Tokyo fair demonstrates the strength of the Japanese market**

Interpets Asia Pacific, which debuted in 2011, recently marked a welcome return to business as usual for the pet industry following the pandemic. The 2022 edition attracted 465 exhibitors from eight countries and regions and 14,011 business visitors. Of these buyers, 48.2% represented retailers including specialty stores and e-commerce sellers, 20.6% came from groomers, while 12% accounted for wholesalers and trading companies. Furthermore, 29,744 visitors from the general public and 18,513 pets found their way to the fairground on the public days. The four-day event attracted 43,755 visitors in total, signifying a return to pre-pandemic levels.

Other pet-related shows by Messe Frankfurt include:

**Interpets Asia Pacific:** 30 March – 2 April 2023, Tokyo Big Sight, Japan

For more details please visit:

<https://interpets-osaka.jp.messefrankfurt.com/osaka/en.html>

Press information and photographic material:

<https://interpets-osaka.jp.messefrankfurt.com/osaka/en/press/photos.html>

### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*Preliminary figures for 2021

Interpets Osaka  
INTEX Osaka  
16 – 18 June, 2023