

news +++ Interpets Osaka
Osaka Japan, 20 – 22 September 2024

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Interpets Osaka wraps up with 28% more visitors, marking another successful edition

Osaka, 8 October 2024. Signalling a positive market sentiment, the second edition of Interpets Osaka – A Fair for a Better Life with Pets – welcomed 18,576 visitors, an impressive 28% increase compared to the previous edition. Held at INTEX Osaka Halls 4 and 5 from 20 – 22 September, the fair gave a platform to 281 exhibitors (domestic: 229, overseas: 52) from nine countries and regions, with a wide range of offerings spanning pet food, pet care items, accessories, and innovative solutions. Interpets Osaka catered not only to industry professionals, including retailers, veterinarians, and pet salon and hotel owners, but also to enthusiastic pet owners, fostering valuable business opportunities, trend exploration and consumer engagement. The increase in both exhibitors and visitors highlights the vibrant growth of the pet business sector, reflecting a broader trend of rising interest and investment in pet products.



Strong visitor flow at Interpets Osaka 2024. Source: Messe Frankfurt Japan Ltd

In addition to the wide array of pet products and services on display, Interpets Osaka featured several key fringe events, including a business forum titled Successful Case Studies and Emerging Sectors in the Pet Industry. This forum provided valuable insights and strategies from industry players and entrepreneurs. The Happy Grooming Contest, meanwhile, gathered skilled groomers to showcase their talents, and was a highlight of the show for experts and enthusiasts alike. On the public day of the show, open to private pet owners, fairgoers enjoyed hands-on experiences such as a DIY pet accessory

workshop, and a lively stage event focused on pet manners, hosted by popular blogger and manga artist, mamekichimameko.

Exhibitor comments

"We made our debut with a new pet-specific air purifier and successfully engaged with business visitors, including those from pet salons, hotels, and major retailers. The interactions with general attendees also confirmed the effectiveness of our product, leaving us with strong prospects for future business."

Ms Karan Narita, Marketing Team, LG Electronics Japan Inc.

"Debuting our pet supplements, we secured deals with companies from Hong Kong and Taiwan and attracted strong interest from domestic pet salons, veterinarians, and stores. We are satisfied with the overall results and appreciated the chance to distribute samples and hold tastings on the public day."

Mr Takahiro Moro, President, Monolith Co., Ltd.

"Our first-time showcase of our pet water product, which removes mineral content, attracted attention from a wide range of industries, including e-commerce platforms and disaster management companies. Although our primary goal was to raise awareness among private visitors, we were pleasantly surprised by the high number of purchase enquiries."

Mr Tugihide Koyama, Executive Officer, Limited Members Associate Co., Ltd.

"The buyers were highly motivated, leading to more concrete business negotiations. Notably, business discussions with overseas companies from China and Korea increased this year, and we saw a significant boost in sales on the public day, with our novelties running out before the final day."

Mr Hikaru Uzawa, Representative Director, Sweet Mommy Co., Ltd.

The next edition of Interpets Osaka will take place from 13 – 15 June 2025 at INTEX Osaka.

Other Interpets shows by Messe Frankfurt include:

Interpets Asia Pacific

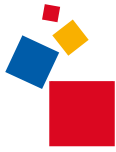
3 – 6 April 2025, Tokyo Big Sight

Press information and photographic material:

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

Links to websites:

www.interpets.jp.messefrankfurt.com



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Background information on Messe Frankfurt

<https://www.messefrankfurt.com/frankfurt/en/press/boilerplate.html>

Background information on Conzoom Circle

conzoom-circle.messefrankfurt.com/information