

# See You in 2026...

A larger network, a broader market,  
and stronger business opportunities  
await you.

We look forward to welcoming you  
again at PETZOO Eurasia 2026.

## All about pets...



# 2025



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# PETZOO EURASIA POST SHOW REPORT

The Most Comprehensive Gathering  
of the Pet Industry



“A bigger and more innovative exhibition in 2026...”

PETZOO EURASIA 2025

PETZOO Eurasia 2025 once again hosted a highly successful event, bringing together tens of thousands of visitors from both Türkiye and abroad. The feedback we received from our exhibitors clearly shows that the exhibition continues to strengthen its position as one of the leading platforms in the sector.

We extend our sincere gratitude to all participating companies, business partners, and visitors whose contributions made this success possible. In 2026, our goal is to add even more value to our industry with a larger and more innovative exhibition.

“ Striving for better every year is our greatest motivation in shaping the future of our industry. ”

With warm regards,  
Selçuk ÇETİN

## 2025 EXHIBITION OVERVIEW

The strongest figures of the year

This year, PETZOO EURASIA welcomed **20.319** visitors, becoming an international hub bringing together participants from 78 countries, 6 continents, 215 exhibiting companies, and 63 international exhibitors.

A total of 9,753 professional buyers and 3,137 international visitors clearly demonstrated the exhibition’s global impact and commercial success.



# Highlights of 2025

Key highlights of this year's exhibition

01

## Increase in International Visitors

Visitors from 78 countries boosted global reach.

02

## High Number of Professional Visitors

9,753 professional visitors contributed to increased commercial activity.

03

## Strong Exhibitor Participation

215 companies—including 63 international—participated.

04

## New Business Connections

Numerous new partnerships were established among participating brands.

05

## Impact of Digital Promotion

Domestic and international digital campaigns received strong engagement.

06

## Global Buyer Network

Professional buyers from 6 continents attended the exhibition.

# PROMOTION & MARKETING ACTIVITIES



## TV Advertising

National TV channels aired prime-time commercials, reaching a wide audience and strengthening exhibition brand awareness.



## Radio Advertising

Leading radio stations across Türkiye broadcast promotional spots at various times, delivering the exhibition message to broad listener groups.



## Billboards / Outdoor Advertising

Billboards, overpass ads and pole banners were displayed in high-traffic areas of Istanbul and major cities, ensuring strong visibility through strategic placements.



## Digital Advertising Campaigns

Search engine, banner and display ads provided extensive digital reach to professional visitors. Campaigns maintained high engagement throughout the year.



## Social Media Management

Regular Instagram, Facebook and LinkedIn content and ad campaigns supported visitor communication and enhanced brand awareness.



## E-mail & SMS Notifications

Regular e-mail and SMS updates were sent to the permission-based database, offering reminders and guidance leading up to the exhibition dates.



## Printed Invitations

Hundreds of thousands of printed invitations were distributed to pet shops, clinics and sector companies across Türkiye, expanding the exhibition's physical visibility.



## International Promotions

Promotional activities were carried out at partner exhibitions in Europe, the Middle East, Asia and Africa. Brochure distribution and international collaborations strengthened global visitor outreach.



# International Promotion Activities

Global outreach across **6 continents**.

Throughout 2025, promotional activities carried out across Europe, the Middle East, Asia and Africa significantly strengthened PETZOO EURASIA'S international visibility.

One-on-one meetings and partnership collaborations expanded the global buyer network.



## Europe Promotion:

Visibility was ensured at exhibitions such as Interzoo, ZooExpo and Pet Fair SE Asia.



## Middle East & Asia:

Professional visitor access was expanded through partner agencies.



## Africa & Americas:

Brochure distribution and mutual promotional efforts were conducted.



## International Publications:

Announcements and banners were featured in 30+ global media platforms.

# Visitor Profile

Distribution of visitor segments and professional participation at the **2025** exhibition

This year, with **20.319** visitors, the exhibition became one of the most highly attended events in the sector. The visitor profile consisted of a balanced mix of professional buyers, industry representatives, and pet owners.

The share of international visitors clearly demonstrated the exhibition's growing global impact.



## Professional Visitors

As the primary group shaping the commercial volume, professional visitors accounted for 46.5% of total attendance. This segment included wholesalers, retail chains, clinics, distributors and industry executives.



## International Visitors

3,137 visitors from 78 countries strengthened the exhibition's international recognition and global influence.



## End Consumers

Strong interest from pet owners enabled brands to directly engage with a wide consumer audience.



## Industry Representatives

Manufacturers, suppliers and new entrepreneurs had the opportunity to follow industry trends closely throughout the exhibition.

# Exhibitor Profile

**215** companies, **63** international exhibitors and strong sector diversity

PETZOO EURASIA 2025 became one of the most significant meeting points of the sector with 215 exhibiting companies. These companies represented a wide sectoral range—from manufacturers to importers, suppliers and brand representatives.

The participation of 63 international exhibitors further strengthened the global identity of the exhibition.



# Visitor Satisfaction

Visitor evaluations indicated that the overall exhibition experience was met with a high level of satisfaction. Survey results showed that both professional visitors and end consumers felt that the exhibition successfully met their expectations in terms of content, organization and layout. The insights gathered further reinforced the exhibition's strong position within the sector.



# Visitor Feedback

Throughout the exhibition, visitors highlighted that the informative guidance provided at the stands and the opportunity to communicate directly with company representatives delivered high added value. The chance to experience new products firsthand and follow industry trends closely was positively received by attendees. Overall feedback demonstrated a strong performance in terms of user experience across the event.



# Exhibition Event Summary

The events held throughout the exhibition offered visitors an enjoyable and informative experience. From live performances and competitions to educational sessions and special shows, a wide range of activities added strong dynamism to the exhibition atmosphere.



## Grooming Show

Live performances by professional groomers became one of the exhibition's most attention-grabbing attractions. The competition sections and jury evaluations added a sense of excitement and competitiveness to the event.



## Happy Cats Show

Demonstrations featuring cats of various breeds attracted significant interest, especially from families and cat enthusiasts. Photo areas and mini presentations made the activity even more engaging.



## Seminar & Workshop Program

Educational sessions held with the participation of industry experts covered topics such as digitalization, product development and market trends. These sessions provided valuable insights for professional visitors.



## Closing & Appreciation

PETZOO Eurasia 2025 concluded successfully as a strong business platform bringing together the sector on both a national and international scale. Exhibiting companies achieved high engagement through product launches and business meetings, while visitors experienced a productive exhibition supported by brand diversity and a rich event program. The feedback received showed that the exhibition continues to reinforce its leading position in the region each year.

We extend our sincere gratitude to all participating companies, visitors, business partners and sectoral institutions whose contributions played an important role in this success. Your interest and support continue to strengthen the exhibition year after year.

Our goal is to organize this important sectoral gathering—one that brings the industry together—with a more innovative, broader and stronger structure in the coming year.

**We look forward to meeting again in 2026.**

Ulusal Fuarçılık Org. Tic. Ltd. Şti.

Selçuk ÇETİN / Director of Organization



“  
*One of the day's most popular moments: the Grooming Show performance.*  
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