

2024

POST SHOW REPORT





The main business event in the pet market

EVENT DATA

270
exhibiting brands

"Participating in the fair is very important for business partnerships, new agreements, negotiations with clients, and also for bringing products that add value to both retailers and consumers."

- Bruna | *Product Manager of Pet Nutrition*

"I've been attending the fair for about 4 years now, and there are wonderful things here! New products to bring to the market, especially in health, beauty, and accessories. It's really great to come and see the latest innovations. It's definitely worth coming to check it all out!"

- Eliana | *Entrepreneur*

+33.000 visitation

25.438m² total exhibition area

VISITATION DATA



Positions

Owner | CEO | Director | President: **39%**
Groomer | Animal Grooming: **19%**
Manager | Supervisor | Coordinator: **12%**
Buyer: **14%**
Veterinarian | Veterinary Assistant: **5%**
Students | Interns: **5%**
Trainer: **4%**
Technician | Analyst: **3%**

Segments

Pet Shop | **30%**

Animal Grooming | **28%**

Pet/Vet Industry | **11%**

Service Provider | **10%**

Distributor | **7%**

Daycare / Boarding Facilities | **6%**

Retail / Wholesale / Non-specialized | **4%**

Education / Training | **4%**

88% of visitors
are satisfied with
PET South America

25 countries
were represented at
the 2024 edition

27 Brazilian states
were represented at
the 2024 edition

1.099 Brazilian cities
were represented at
the 2024 edition



ON AIR

PETCONNECT@



83.327
views



67.308
users

COLUMNISTS

Amanda Simões

Juliana Damasceno

Marcela Barbieri

Rodrigo Albuquerque

PETCONNECT@ **cast**

65

Total Episodes

12

Recorded episodes
during PET South America



10.000
VIEWS



780.000
views

61.400
likes

7.532
followers



13.000
likes

490.000
impressions

4.812
followers

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PET South America Content Journey

CONTENT JOURNEY



92.579 FOLLOWERS

2.298.898 TOTAL REACH

4.827.414 TOTAL IMPRESSIONS

172.586 PROFILE VIEWS

123 NUMBER OF POSTS



24%
Growth



35.625 FOLLOWERS

911.344 TOTAL REACH

1.101.910 TOTAL IMPRESSIONS

123 NUMBER OF POSTS



9.136 FOLLOWERS

21.201 TOTAL REACH

44.872 TOTAL IMPRESSIONS

123 NUMBER OF POSTS



295.764 SESSIONS

173.613 USERS

808.504 PAGE VIEWS

*Period: April 1, 2024, to August 31, 2024
Credentialing Opening



**Period: January 1, 2024, to August 31, 2024

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PET South America Attractions

Pet COMPOR TAMENTO

462
Participants

12
Hours of
Content

10
Speakers

"PETSa is a very important event for those in the field; it is the largest event in Latin America. Having a space to exclusively discuss behavior is a way to increasingly validate how important this is for the canine and feline world and for the mental health of animals."

Marcela Barbieri, Veterinarian

Patrocinadores



Realização



Pet CRECHE Summit

498

Participants

4

Hours of
Content

4

Speakers

"I can speak both as an organizer and as a participant, having attended all the lectures. The event exceeded all expectations, both in terms of the topics covered and the content presented. Even if you think you already master the subject, there is always something new and surprising that captivates and further expands your knowledge."

Luana Nunes, Vice President of ABCC

Patrocinadores



Realização





250

Participants

27

Hours of Content

Realização



Pet

-SOUTH AMERICA-

SEBRAE



Sebrae Arena

1.360

Participants

15

Hours of Content



Business Matchmaking

Roundtables generate millions of reais in the pet markets

International

12 countries represented

16 buyers

23 exhibitors

R\$11,5 million generated



**+14
million**

accounts reached  

+150

Influencers present



Influencers' Area

Patrocinador



Media Results

Featured media: SBT, Folha de São Paulo, Band, Gazeta, among other various specialized pet industry media.

Insertions

238 Total media insertions

Media Return

R\$ 3,72 million



Patrocinadores:



Mídia oficial:



Team Statements

"It was a very special event; this is our last edition here at São Paulo Expo, after 7 editions. More than that, it was a year where we managed to ensure the qualification of our visitors and generate many business opportunities at PETSA 2024." **Guilherme Martinez, Head of PET South America and PET VET Expo**

We worked hard to ensure that this event was of the highest quality. In 2025, it will be no different; we will celebrate 25 years of PET. Everything that has been built, the campaign as a whole, has a piece of every edition and brings references for us to reflect on the success of all the editions." **Sue Ellen Cury, Head of Marketing and Branding**

"PET South America 2024 was a great success, with content selected to meet the needs of the pet market. The PET Comportamento and PET Creche congresses were major highlights. We managed to reach the right audience, with excellent visitation that underscores the importance of the fair for the sector. We have high expectations for 2025!"

Fernanda Beckmann, Marketing Analyst



SEE YOU
IN 2025!



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@canela_amarela_

pët
South America

August
13-15
2025

Distrito
Anhembi

NEW VENUE



@familiafelpuda



@beethova.pernuda