



**POST SHOW REPORT** 





# ousiness event in the pet market

# EVENT DATA

exhibiting brands

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

"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

+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

the 2024 edition

1.099 Brazilian cities were represented at



### ON AIR

### PETCONECTÓ



83.327 views



67.308 users

### **COLUMNISTS**

Amanda Simões

Juliana Damasceno

Marcela Barbieri

Rodrigo Albuquerque



### PETCONECT®

Total Episodes

Recorded episodes during PET South America



J 780.000 views

61.400 likes

7.532 followers



13.000 likes

490.000 impressions

4.812 followers









92.579 **FOLLOWERS** 

2.298.898 TOTAL REACH

4.827.414 TOTAL IMPRESSIONS

**172.586** PROFILE VIEWS

123 **OF POSTS** 

24%



35.625 **FOLLOWERS** 

911.344 TOTAL REACH

1.101.910 TOTAL IMPRESSIONS

NUMBER OF POSTS



9.136 **FOLLOWERS** 

21.201 TOTAL REACH

44.872 TOTAL IMPRESSIONS

123 **OF POSTS** 



**295.764** SESSIONS

173.613

808.504 PAGE VIEWS











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**Participants** 

Hours of Content

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

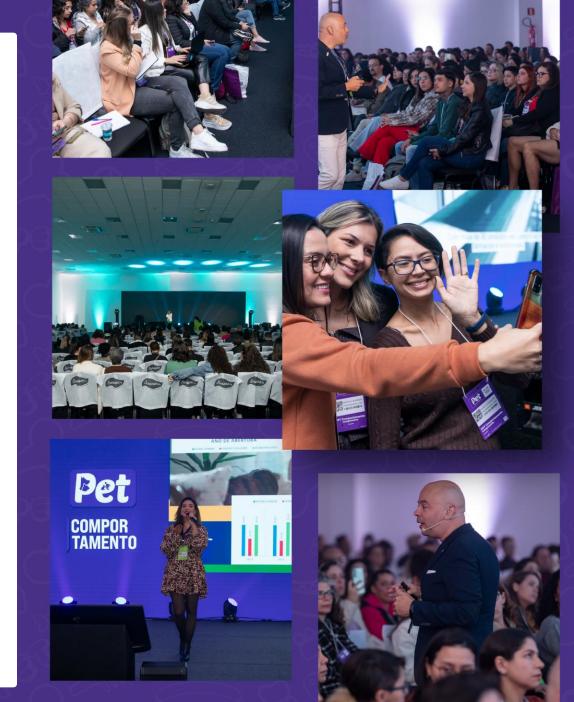




















4

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**Participants** 

Hours of Content

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

















Participants

27
Hours of Content

Realização















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













### 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:















"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





@canela\_amarela

# **SEE YOU IN 2025!**



August 13-15 2025

Distrito Anhembi NEW VENUE



