

news +++ Interpets Asia Pacific  
Tokyo Japan, 2 – 5 April 2026

# interpets

## TOKYO

### Interpets Tokyo 2026 underscores diversification of Japan's pet industry

**Tokyo, 22 April 2026.** International participation and cross-industry expansion characterised the 15th edition of Interpets Tokyo, held from 2 – 5 April 2026 at Tokyo Big Sight. Positioned as the international fair for a better life with pets, the show brought together 633 exhibitors from 13 countries and regions, namely Australia, Brazil, Canada, China, France, Germany, Hong Kong, Japan, Korea, New Zealand, Singapore, Taiwan and Thailand. Of these, 131 companies joined from overseas, with returning international pavilions from Canada, China and Korea underlining continued global engagement. The 2026 edition welcomed 60,019 trade buyers and public visitors over four days, despite venue renovation works which reduced the available exhibition space by three halls compared to the previous edition.



A visitor exchanging business cards with exhibitors at Interpets Tokyo 2026. Source: Messe Frankfurt Japan Ltd

Interpets Tokyo 2026 reflected the growing integration of pets into daily life. In addition to traditional pet food and supplies, companies presented products and services spanning interior design, IT devices, mobility and healthcare. First-time participants from outside the conventional pet sector, including Rakuten Group Inc (internet services), Morinaga & Co Ltd (confectionery), and SUBARU CORPORATION (automotive), highlighted the industry's continued diversification and emerging business opportunities.

### **Exhibitors' comments**

“Having visited the fair previously, we recognised the scale and diversity of the audience and decided to exhibit. Our target was to acquire 2,000 new registrations over four days, and we reached 1,000 by the second day. We also received multiple business enquiries during the opening day – exclusive for trade visitors – which exceeded our expectations.”

**Ms Renka Saito, Account Innovation Office, Rakuten Group, Inc.**

“For us, Interpets is the most effective platform for membership growth among public visitors. At the same time, we received enquiries from accommodation providers and related businesses, creating additional B2B opportunities. This dual benefit is why we continue to showcase at both the Tokyo and Osaka editions.”

**Mr Koshiro Hashimoto, Director, Booking Resort Inc.**

“We launched a new home-testing service for feline kidney disease and attracted visitors specifically interested in this product. This fair remains valuable for both market validation and brand awareness – enabling direct e-commerce sales without additional promotion, while also generating high-quality discussions with veterinarians and distributors.”

**Mr Yohei Shinpo, Manager, Healthcare unit, Nitto Boseki Co., Ltd.**

### **Looking ahead: Interpets Tokyo 2027**

The next edition of Interpets Tokyo will take place from 1 – 4 April 2027 at Tokyo Big Sight, using East Halls 1 – 4, 7 and 8. Due to ongoing construction, the full exhibition area will not be available in 2027. The organisers expect approximately 800 exhibitors and 69,000 visitors, with the fair set to continue to provide opportunities for business matching and market expansion across the pet industry.

### **Other Interpets shows by Messe Frankfurt include:**

#### **Interpets Osaka**

19 – 21 June 2026, INTEX Osaka

### **Press information and photographic material:**

<https://interpets.jp.messefrankfurt.com/tokyo/en/press.htm>

### **Links to websites:**

[www.interpets.jp.messefrankfurt.com](http://www.interpets.jp.messefrankfurt.com)



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**Background information on Messe Frankfurt**

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