

# interpets

## OSAKA

### ‘Purr-fect’ opportunities await: Interpets Osaka 2026 welcomes exhibitors with new ‘Intercats’ zone

**Osaka, 18 September 2025.** Interpets Osaka, the largest international pet industry fair in western Japan, is now accepting applications from exhibitors for its next show, which will take place from 19 – 21 June 2026 at INTEX Osaka. In 2025, the show welcomed 26,517 visitors and featured 318 exhibitors from nine countries and regions (275 domestic and 43 overseas), showcasing the latest innovations in pet products and services. In response to the growing demand in Japan’s feline market, the 2026 edition will introduce ‘Intercats’, a brand-new zone dedicated exclusively to this species.

Japan’s market for cat-related products has grown significantly in recent years, with the market estimated to be worth around JPY 2.9 trillion (approx. USD 19.7 billion) by the end of 2025. The country’s pet population has overtaken the number of children under 15, highlighting a demographic shift towards pet ownership.<sup>1</sup> This trend reflects broader social changes, with more individuals and families choosing pets over traditional households. This development is mainly driven by factors such as urban living, economic considerations and evolving family structures.



A feline visitor at Interpets Osaka 2025. Source: Messe Frankfurt Japan Ltd

Recognising this growing market for feline-related products, ‘Intercats’ offers businesses a valuable opportunity to present their products and services to a dedicated professional

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<sup>1</sup> Impact of Japan’s ‘catnomics’ in 2025 estimated to approach level of Tokyo Olympics  
<https://mainichi.jp/english/articles/20250222/p2a/00m/0bu/009000c>

audience by way of services, seminars, and special events. By focusing on the rapidly expanding cat sector, exhibitors can engage directly with a growing consumer base and position themselves at the forefront of this dynamic industry.

Organised by the Japan Pet Food Association, the Japan Pet Products Manufacturers Association and Messe Frankfurt Japan Ltd, Interpets Osaka is one of the few trade fairs in Japan to connect B2B and B2C audiences. The exhibits extend far beyond pet food and accessories, attracting companies from diverse industries, including automotive, interior design, and consumer electronics. With its strong visitor appeal across the Kansai and Tokai regions, the fair is recognised as a premier platform for market expansion, customer engagement and promotion.

### **Exhibitor feedback 2025**

“We exhibited with the aim of expanding the reach of our TAVO brand, which includes pet-related car accessories, across western Japan. The show gave us valuable opportunities to connect with visitors from the region, including more remote areas such as Shikoku and the western mainland, and we felt a strong sense of potential for new business. In western Japan, where people tend to rely on cars in their daily lives, we were able to engage with high-quality customers who align closely with our target demographic.”

**Ms Hitomi Yamamoto, Marketing Manager, TAVO/NUNA Japan**

“Having exhibited since the first edition, we have seen a steady increase in brand recognition. We now welcome visitors who head straight to our stand when the doors open, as well as loyal customers who say, ‘This is the only place I buy from’. Each year, the event helps us secure multiple wholesale deals, and has also led to collaboration with other industries and partnerships with fellow exhibitors. Interpets Osaka has become an essential platform for our brand’s growth.”

**Ms Kaoru Nakajima, CEO, VIVIANA**

“The presence of so many appealing and well-known exhibitors made it easy to invite potential business partners – many of whom were happy to drop by our stand while visiting others. As a result, we are now engaged in several promising negotiations for new contracts. Compared to other pet-related events we have attended, the footfall at Interpets Osaka is on an entirely different scale. Retail sales to consumers here were also double what we initially projected, reaffirming the significant influence of this show.”

**Mr Shingo Haku, General Manager, J&K animals**

### **The visitor profile includes:**

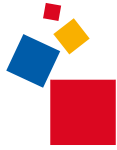
The audience includes retailers such as pet shops, specialty stores, supermarkets, convenience stores, home centres, discount stores, drugstores, and e-commerce platforms. It also covers distributors, importers, and wholesalers, as well as manufacturers of food, apparel, hygiene products, IT, and interiors. Veterinary clinics and service providers—grooming salons, hotels, trainers, sitters, and breeders—are part of the target group, along with hospitality and leisure facilities, real estate, transportation, government organisations, and embassies. In addition, schools, pet owners, and potential pet owners (on the public day only) are addressed.

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

[www.interpets-osaka.jp.messefrankfurt.com/osaka/en/press/photos.html](http://www.interpets-osaka.jp.messefrankfurt.com/osaka/en/press/photos.html)

**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>

**Background information on Conzoom Circle**

[conzoom-circle.messefrankfurt.com/information](http://conzoom-circle.messefrankfurt.com/information)