

Voluntary Report – Voluntary - Public Distribution

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Report Name: USA Pavilion at Pet Fair Asia 2025 Generates 6 Million USD

Country: China - People's Republic of

Post: Shanghai ATO

Report Category: Agricultural Trade Office Activities, Export Accomplishments - Trade Leads, Export Accomplishments - Marketing, Trade Events and Shows

Prepared By: Ted Shibata and ATO Shanghai staff

Approved By: Alexander Blamberg

Report Highlights:

The inaugural USA Pavilion at Pet Fair Asia 2025, one of the world's largest pet industry trade shows, successfully showcased U.S. pet food innovation, safety, and premium quality. The event featured live cooking demonstrations, promotional sessions, and a networking reception, significantly enhancing U.S. pet food industry visibility and fostering new business opportunities in China's growing pet sector. ATO Shanghai supported eight U.S. companies and four USDA Cooperators to exhibit in the USA pavilion, generating \$21,000 in on-site contracted sales and an estimated \$6 million in projected sales over the next 12 months.

Pet Fair Asia is one of the world's largest trade shows for the pet industry and a key platform for U.S. exporters looking to enter or expand in China's rapidly growing pet food and supplies market. This year's Pet Fair Asia, held August 20-24, covered 310,000 square meters and 17 exhibition halls, featuring over 2,600 exhibitors from 70 countries and regions and attracting over 520,000 visitors.

The inaugural USA Pavilion, organized by ATO Shanghai, spanned 108 square meters and brought together eight U.S. companies alongside four USDA Cooperators. It showcased the innovation, safety, and premium quality of U.S. pet foods and treats. The pavilion served as a platform to promote U.S. brands, strengthen industry connections, and highlight the competitiveness of U.S. agricultural exports within China's growing pet market.



USA Pavilion at Pet Fair Asia 2025

In addition to the pavilion, ATO Shanghai organized a series of promotional events, including a fresh pet food cooking demonstration, two U.S. pet food brand promotional sessions, and an industry networking reception, which successfully connected U.S. exporters, Chinese buyers, and trade associations.

U.S. Pet Food Cooking Demonstration

On day one, ATO Shanghai, together with USDA Cooperators and exhibitors, launched the “Fresh Paws Kitchen Live with U.S. Ingredients” cooking demonstration, showcasing fresh pet meals made with high-quality U.S. ingredients such as poultry meal, plasma, and dried fruits. Industry experts highlighted the nutritional benefits, safety, and transparency of these ingredients. Acting U.S. Consul General Navarro Moore and ATO Shanghai Director Alex Blamberg participated in preparing the meals and feeding the pets onsite. The demonstration drew strong interest from buyers, distributors, and pet owners, underscoring the growing popularity of fresh pet food in China. By presenting versatile and innovative meal options, the activity highlighted how U.S. ingredients support premium, functional, and health-focused pet products, while providing an interactive platform for attendees to experience U.S. pet food quality firsthand.



U.S. Pet Food Cooking Demonstration



USA Pavilion Networking Reception

ATO Shanghai organized a reception on the evening of day one, inviting USA Pavilion exhibitors, Cooperator representatives, and key industry buyers and stakeholders. The event attracted over 120 attendees, creating a lively and engaging atmosphere for networking and relationship building. The reception provided an excellent platform for strengthening connections, fostering business opportunities, and highlighting the quality and diversity of U.S. pet food offerings in the Chinese market.

U.S. Pet Food Promotional Sessions

On the show's second day, ATO Shanghai organized two on-site U.S. pet food promotional sessions to accommodate a record number of exhibitors and U.S. brands. The sessions introduced attendees to the brand advantages and nutritional benefits of U.S. pet food, highlighting quality, safety, and innovation. Compared with previous years, the sessions attracted significantly higher interest from industry buyers and stakeholders. Exhibitors reported strong engagement from buyers and stakeholders, noting the opportunity to present products, share expertise, and build relationships. Overall, the sessions provided a value-added platform for U.S. companies to strengthen brand awareness among Chinese buyers.



U.S. Pet Food Promotional Sessions

Results

USA Pavilion exhibitors shared encouraging feedback regarding new business leads and presentation opportunities during the tradeshow. According to exhibitors' feedback, the USA Pavilion generated \$21,000 in on-site contracted sales and an estimated \$6 million in projected sales over the next 12 months. Exhibitors expressed strong satisfaction with the booth design, visitor engagement, and the overall coordination and visibility of the USA Pavilion.

Contact Information

Please contact ATO Shanghai at atoshanghai@usda.gov if you are interested in participating in next year's Pet Fair Asia scheduled for August 19-23, 2026.

Media Links

- [Pet Fair Asia- The USA Pavilion made its first official debut at Pet Fair Asia 2025 video clip](#);
- [U.S. Consulate General Shanghai X Account Highlights USA Pavilion](#);
- [Pet Fair Asia WeChat Feature on USA exhibitors-USDA携亚宠史上最大规模美国展团亮相，汇聚北美宠物强音](#);
- [U.S. Embassy in China WeChat Official Account-美国馆闪耀亮相 2025亚洲宠物展](#);
- [ATO Shanghai Director Alex Blamberg Remarks at Pet Fair Food Summit](#)

Helpful Reports and Resources

- [China: Pet Food Market Update 2024 | CH2024-0162](#) (dated December 10,2024)
- [China: Pet Food Market Update 2025 | CH2025-0109](#) (dated May 16, 2025)

Attachments:

No Attachments.