

petstoday.gr

PETS TODAY 2026

connecting professionals

October
2-4
METROPOLITAN EXPO
ATHENS - GREECE

**See the Market.
Meet the Leaders.
Shape the Future.**

THE LEADING
B2B PET INDUSTRY
EXHIBITION
IN SOUTHEAST
EUROPE



WELCOME TO PETS TODAY



For **25 years**, Pets Today has been **the reference point for the companion animal industry in Southeast Europe**. More than just an exhibition, it is a **highly targeted B2B platform**, bringing together professionals who drive the market forward. From innovation and product discovery to networking and business development, **Pets Today Exhibition** is where **the industry connects and evolves**.

HIGHLY TARGETED

With a perfectly “targeted” profile and a carefully selected “target audience,” **PETS TODAY 2026** is the most cost-effective sales and marketing platform. **PETS TODAY EXPO** is committed to providing business connections that deliver added value to every exhibitor. Through its industry magazine, digital presence, and European partnerships, it matches the needs of buyers-visitors and suppliers-exhibitors better than ever before.



HIGH-SPEED MARKET PENETRATION

Thanks to the high participation of companies from the sector, **PETS TODAY 2026** offers massive exposure, helping visitors to engage with the largest part of the market in a very short time. It also represents the fastest and most cost-effective way to explore and enter new markets.

A UNIQUE B2B EXPERIENCE

Pets Today is designed exclusively for professionals. This ensures:

- **High-quality business interactions**
- **Meaningful networking opportunities**
- **A focused and productive environment**

Here, you don't just browse - you **do business**.

WHY VISIT

→ Meet the Entire Industry

Connect with leading companies, brands, and suppliers from across the pet sector—all in one place.

→ Discover New Products & Trends

Explore the latest innovations and stay ahead of market developments.

→ Evaluate & Compare

See, touch, and assess products first-hand while speaking directly with manufacturers.

→ Build Strong Partnerships

Network with decision-makers, buyers, distributors, and professionals from across the region.

→ Save Time & Maximize Efficiency

Access a large part of the market in just **3 days**, reducing time and cost compared to traditional sourcing.



EXHIBITOR PROFILE

At Pets Today, you will meet companies presenting a complete range of products and services for the companion animal industry:

Pet Food & Nutrition

- Dry & wet food
- Organic & premium nutrition
- Treats & supplements

Accessories & Equipment

- Collars, leashes, toys
- Bedding & transport products
- Bowls, cages & habitats

Pet Care & Grooming

- Grooming products & equipment
- Hygiene & health care products

Veterinary Products & Services

- Veterinary supplies
- Health products & pharmaceuticals

Services & Solutions

- Pet services & training
- Technology & digital solutions
- Retail & shop equipment

Specialized Segments

- Aquatics
- Birds
- Small animals & reptiles

6 THEMATIC AREAS at PETS TODAY

PETS TODAY 2026, introducing **six new thematic areas dedicated to innovation, development, and new collaborations** in the pet industry. The sections have been designed to provide professional visitors with a clear and targeted overview of new products and recent partnerships that are entering or developing within the Greek market, as well as products that meet the needs of companion animals. Our goal is the meaningful promotion of solutions with real added value, both at the product level and in terms of business synergies and knowledge.

Thematic sections:

- » **Startups & Small Business Village**
- » **Collab Corner** (New Collaborations)
- » **Inspiration Area**
- » **New Tails** (New Products)
- » **International Area & Business Lounge**
- » **Promo Picks** (Open Product Category)

01 Startups & Small Business Village
The Startups & Small Business section showcases new and small enterprises operating in the pet industry or in related fields such as technology, equipment, design, and services. Its aim is to highlight new ideas, innovative approaches, and products, as well as to strengthen networking with professionals across the industry and beyond.

02 Inspiration Area
(Knowledge Amphitheater)
The Inspiration Area is a specially designed space dedicated to knowledge, innovation, and business excellence in the pet products industry. Within the Inspiration Area, visitors will discover a modern and vibrant environment equipped with state-of-the-art audiovisual technology, where they can stay informed and inspired.

The program includes:

- Talks and presentations by expert speakers, covering topics such as entrepreneurship in the pet industry, digital marketing, innovation, and the optimal organization of pet shops.
- Product presentations by exhibitors, available in dedicated time slots - a unique opportunity for direct interaction, networking, and targeted exposure to a specialized audience.

The Inspiration Area is not just a presentation venue, but also a hub for inspiration and the exchange of ideas, where visitors can explore the latest trends, discuss growth strategies, and connect with leading professionals in the industry.

DISCOVER
**NEW & SMALL
BUSINESSES**
WAITING TO BE MET

03 International Area & Business Lounge

The new **International Area & Business Lounge** of the Pets Today exhibition has been created to strengthen the event's international profile and provide a dynamic environment for business development and partnerships. **It is a specially designed space dedicated exclusively to international visitors, buyers, and professionals in the pet products and services industry.**

The **International Area & Business Lounge** is designed to offer international visitors a complete experience of networking and product discovery.

Visitors will have the opportunity to:

- Meet selected Greek producers and brands
- Discover innovative products and market trends
- Build new partnerships in a structured and welcoming environment

The **International Area & Business Lounge** is where connections turn into collaborations and meetings evolve into real international business opportunities.



SHARE IDEAS
CONNECT
WITH NEW
PARTNERS

04 Collab Corner (New Collaborations)

In this section, new business collaborations will be presented that **have been announced after June 1, 2026, or will be announced during Pets Today 2026.**

- New official representative or distributor in Greece
- New partnership with a brand or supplier
- Strategic collaborations related to products and services

The collaborations will be presented with a brief description, details of the companies involved, and a clear reference to the scope of the partnership, with the aim of informing and connecting professional visitors.

05 New Tails (New Products)

Discover the latest innovations in the pet industry at the New Tails - New Products section, dedicated to showcasing products making their debut in the Greek market. This curated area features recent launches (from June 2026 onwards) or products presented for the very first time at Pets Today 2026. Each product stands out for its innovation and differentiation, whether through enhanced functionality, advanced materials, new formulations, technological innovation, or even distinctive packaging. A must-visit zone for professionals looking to stay ahead of trends and uncover what's next in the market.

06 Promo Picks (Open Product Category)

The Promo Picks section showcases products that exhibitors wish to promote to professional visitors, without any restrictions regarding novelty or innovation. Its goal is to maximize product visibility and promotion within a specially designed area of the exhibition.



Awards Ceremony

On **Friday, October 2nd, from 19:00 to 22:00**, the **Pet Biz Excellence Awards ceremony** will take place - a distinguished evening celebrating innovation, quality, and business excellence in the sector, offering winners well-deserved recognition and visibility.

Only Greek companies participate in the PetBiz Excellence Awards. Visitors from outside Greece are invited to attend the ceremony in order to get to know Greek businesses better and to network.

PETS TODAY 2026

PLAN YOUR VISIT

EXHIBITION DETAILS

Venue

Metropolitan Expo - Hall 2 - Lobby 1 (12.000m²)
Athens International Airport El. Venizelos, GREECE

Dates

Friday, October 2 - Sunday, October 4, 2026

Opening Hours 10:00 - 20:00

Visitors who wish to get more information about our exclusive
Visitors program may contact:

Ms. Irene Kouriantaki,
International Relations Exhibitors & Visitors at Pets Today,
at: info@petstoday.gr or +306936 116 751

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