## **About Global Pet Expo**

Global Pet Expo, presented by the American Pet Products Association (APPA) and Pet Industry Distributors Association, is the pet industry’s premier event featuring the newest, most innovative pet products on the market today. The highly anticipated 2025 event, taking place at the Orange County Convention Center in Orlando, Florida, on March 26-28, 2025, features over 1,000 exhibiting pet brands across more than 3,500 booths.

The show is known for delivering innovation, business connections and world-class education for pet professionals from around the globe while offering media and influencer attendees the opportunity to connect with pet brands showcasing the latest products and trends. Global Pet Expo is ranked as one of the fastest-growing U.S. trade shows in 2024 and will be honored at this year’s Trade Show Executive Fastest 50 Awards & Summit.

Attendees can expect to:

* Connect with over 1,000 exhibiting pet product brands with new, reimagined and favorite specialty sections like Aquatics & Exotics, The Modern Pet, The Natural Pet, Pet Sustainability, Start-Up Pavillion, and What’s New.
* Discover the latest pet products hitting the market in 2025 at the New Products Showcase.
* Attend Global Pet Expo’s first-ever keynote series on the all-new Global Pet Expo Main Stage.
* Obtain the latest industry expenditures and data at the 2025 State of the Industry Press Conference & Luncheon.
* Access the Global Learning Series with over 50 sessions on pet industry business education, beginning Wednesday, March 26.
* Network with pet industry trailblazers at special events like the Unleashed Party.

## **Show Highlights**

### **Pet Industry Data & Trends**

#### Press Conference & Luncheon for Registered Media

**Wednesday, March 26 | 1:00 p.m. S310 CD**

Join us for a media-exclusive look at the American Pet Products Association’s (APPA) latest pet ownership data. APPA’s Vice President of Research Insights will present key insights from the 2025 State of the Industry Report, which will dive into the latest data on pet households in the U.S., provide insights on emerging trends and share projections into the industry’s development.

### **Special Events**

Connect with thought leaders, mingle with fellow media and creators, discover new products, and meet with the t90 brands in the pet industry at various special events throughout the show. View the Media & Influencer Events Schedule [here](https://globalpetexpo.org/media-influencer-schedule), and make sure to add these events to your [Show Planner](https://globalpetexpo25.mapyourshow.com/8_0/login/login.cfm) as well!

### **Thought Leadership & Education Opportunities**

#### Brand-New Keynote Series

This year, Global Pet Expo unveils its new keynote series. The programming is part of the show organizer’s effort to introduce more opportunities to learn and connect, with sessions featuring common themes of optimism and entrepreneurship for the largest gathering of pet professionals

**Bert Jacobs, CEO (Chief Executive Optimist) & Co-Founder of Life is Good®**

Wednesday, March 27 | 9 a.m. | Main Stage (S320)

It has been 30 years since Bert and his brother, John, sold their first t-shirt, but their mission remains to this day: to spread the power of optimism. Join us for a story of entrepreneurship, inspiration and positive social impact which demonstrates the depth and meaning behind the three simple words, “Life is Good.”

**Turning Today’s Uncertainty into Tomorrow’s Opportunity: The 2025 Economic Outlook for Pet Retailers**

Thursday, March 27 | 8 a.m. | Main Stage (S320)

Join Tyler Mathisen, renowned news anchor and Vice President of Events Strategy for CNBC, for insight into how factors like tariffs, interest rates, employment and AI shape our economic outlook, featuring an unmatched panel of industry leaders, including:

|  |  |
| --- | --- |
| * **Lynette Ackley**   Group VP, Merchandising, Meijer   * **James Elasky**   Senior VP & Chief Merchant, PetSmart   * **Yvonne Hsu**   EVP & GM, Hill’s Pet Nutrition | * **Niko Lahanas**   CEO, Central Garden & Pet   * **Gopi Sandhu**   VP of Environmental Sustainability, Nestlé Purina |

**Thought Leadership on the Show Floor**



Discover thought leadership opportunities throughout the show floor, including:

* **The Spotlight Stage | New Products Showcase:** Attend insightful panel discussions, pitch competitions and award ceremonies.
* **The Catalyst Stage | Supplier Pavilion:** Spark connections and gain industry-leading insights, featuring networking and thought leadership from top pet industry suppliers.
* **Sustainability Theater | Pet Sustainability Pavilion:** Lead by the Pet Sustainability Coalition, discover programming and education on pet industry sustainability, networking opportunities and more.
* **Tails of Joy Theater | S210D:** Celebrate the positive social impact of our partnerships with organizations, including Animal Policy Group, HABRI, Joybound People & Pets, Pets in the Classroom and the Pet Advocacy Network.

#### The Global Learning Series

The Global Learning Series offers complementary education for all Global Pet Expo attendees, with over 50 sessions tailored to the pet industry. The series is composed of six educational tracks, including: Customer Experience; Growing Your Business; HR & Leadership Success; Industry Insights; Innovation & Technology; and PR & Marketing. View the session schedule [here](https://globalpetexpo.org/education?type=all#section-5).

#### The Pet Summit

The Pet Summit is an annual educational conference curated for the pet business community to network, learn and grow. Discover insights, make connections and celebrate pets with expert speakers, special events, keynote sessions and networking opportunities. The event features five educational tracks, including Business Marketing, Entrepreneurship, Data Insights, Pet Sustainability and Content Creation. Learn more about The Pet Summit [here](http://www.thepetsummit.com).

## **Show Floor Must-Sees**

### **Specialty Products**

The show floor is organized into specialty areas to help you find the most compelling products and stories, including:

#### Aquatics & Exotics: The hub for all things aquatic and reptile at Global Pet Expo, ranging from freshwater to saltwater décor, reptile enclosures, filtration equipment and more.

#### The Modern Pet: Stylish, trendy and luxury products, clothing, small batch baked goods, accessories and more for the modern pet parent and their pampered pet.

#### The Natural Pet: The latest holistic, organic, non-GMO and natural products.

#### Pet Sustainability: Featuring Pet Sustainability Coalition accredited companies, this section is a one stop shop for attendees seeking sustainable pet brands.

#### Start-Up Pavilion: Early-stage innovations in the What’s New! Section of the show floor.

#### Supplier Pavilion: Vetted pet industry suppliers to help improve their supply chain and production capabilities, and more. Suppliers include companion animals, ingredients, equipment, packaging, private equity, sales, shipping and logistics, and more.

* **What’s New!:** Featuring first-time exhibitors at Global Pet Expo with all the latest products.

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### **New Products Showcase**

Check out the latest pet products hitting the market in 2025 and vote for the best new products across 12 product categories, including Aquatic, Bird, Cat, Dog Food/Treats, Dog Products, Farm & Feed, Modern Pet, Natural Pet, Pet Tech Innovation, Reptile, Small Animal and Sustainable Pet.

### **Show Floor Experiences**

There’s plenty to see and do on the show floor beyond the exhibit space! Make sure to stop by these destinations on the show floor during your three days at the show:

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#### Aquatics & Exotics Lounge | Booth #3238

Experience the newly reimagined Aquatics & Exotics Lounge, filled with beautiful aquariums, unique reptiles and live animals alongside a larger-than-life digital experience.

#### Pets Add Life Lounge | Booth #3459

Join APPA and DOGTV at the Pets Add Life Lounge, where you can watch live podcast recordings, attend Influencer Meet & Greets, and get a live sketch of your pet! Noble Friends will be hosting live sketches in the lounge on Wednesday and Thursday from 11 a.m. to 3 p.m.

#### Food Court | Back of North Hall

Whether you’re looking for a snack, meal or a place to sit, there’s something for everyone to eat, from sushi to tacos, pitas, pizza and more.

#### Benebone Bar | Booth #4247

After exploring the exhibit hall, stop by for refreshments at the Benebone Bar. Grab a drink from the cash bar, enjoy conversations in the lounge seating area, and learn about the latest products from Benebone.

**Tails of Joy**

Through the Tails of Joy program, the American Pet Products Association (APPA) is proud to support organizations that benefit humans and pets. Visit the Tails of Joy Experience at Global Pet Expo to celebrate the positive social impact of our partnerships with like-minded organizations, including the Animal Policy Group, the Human Animal Bond Research Institute (HABRI), Joybound People & Pets, Pets in the Classroom, and the Pet Advocacy Network. Learn more [here](https://thetailsofjoy.com/global-experience).

**Global Pet Expo Store**

Purchase a limited-edition Global Pet Expo t-shirt in partnership with Life is Good®. 100% of sales benefit pets through the Tails of Joy program.

### **Show Planner & Mobile App**

Download the Global Pet Expo mobile app to access your Show Planner on-the-go. Use the app to:

* Navigate the show floor
* Access your Show Planner
* Search exhibitors and products
* Look up special events and education sessions
* Network and message with attendees

Download the app [here](https://globalpetexpo.org/app).

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## **Social Media**

Follow us on [Facebook](http://www.facebook.com/globalpetexpo), [Instagram](http://www.instagram.com/globalpetexpo), [LinkedIn](https://www.linkedin.com/company/appa-global-pet-expo/), [X](http://www.twitter.com/globalpetexpo) and [TikTok](http://www.tiktok.com/@globalpetexpo), and engage with the show using #GlobalPetExpo and tagging @GlobalPetExpo. You may even see your content featured on our channels!

## **About the Producers of Global Pet Expo**

### **American Pet Products Association (APPA)**

Founded in 1958, the American Pet Products Association (APPA) is a membership organization for the pet industry focused on business, relationships and innovation through services and programs designed to help its members prosper. APPA’s mission is to build a connected and informed community with a genuine passion for all things pet. As the leading pet trade association, APPA advances and unites the pet industry through key initiatives that gather, inform and connect APPA members, industry leaders and the pet community to advance innovation and enrich the lives of pets and the people who love them. Through the APPA Gives Back program, APPA is proud to support organizations that benefit humans and pets: the Human Animal Bond Research Institute (HABRI), Joybound People & Pets, the Pet Giving Network, the Pet Advocacy Network and Pets in the Classroom.

Visit [AmericanPetProducts.org](http://americanpetproducts.org/) for more information, and follow APPA on [Facebook](http://www.facebook.com/americanpetproducts), [Instagram](http://www.instagram.com/americanpetproducts), [LinkedIn](https://www.linkedin.com/company/american-pet-products-association-appa), [X](http://www.x.com/appatweets) and [YouTube](https://www.youtube.com/@GlobalPetExpo-APPA).

### **Pet Industry Distributors Association (PIDA)**

Pet Industry Distributors Association (PIDA) is the premier trade association representing the interests of pet product distributors since 1968. The mission of PIDA is to enhance the well-being of the wholesaler-distributor, to promote partnerships with their suppliers and customers and to work cooperatively with other organizations in fostering the human-companion animal bond. PIDA is also proud to grow and support the industry through the following initiatives: the Human Animal Bond Research Institute (HABRI), Pet Advocacy Network and Pet Care Trust and Pets in the Classroom. Visit [PIDA.org](http://www.pida.org/) for more information and follow us on [LinkedIn](https://www.linkedin.com/company/petindustrydistributorsassociation/).

## **Media Contact**

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