China-Britain Business Council
英中贸易协会

CHINA MARKET ACCELERATOR at PET FAIR ASIA 2026

A market entry and buyer engagement programme for UK pet brands

17-19 AUGUST 2026

SHANGHAI

Advice 建议 | Analysis 解析 | Access 渠道

Why China’s Pet Market Matters

China’s pet market is entering a premium, brand-driven growth phase—creating a strong opportunity for UK exporters.

One of the **largest and fastest-growing pet markets globally.** In 2025, China's Urban Pet (Dog and Cat) Population Reached **126 Million**, with a Consumer Market Size of **£33.8 billion**.

Rapid shift towards **premium nutrition, health, and wellness products.**
Strong demand for **imported, high-quality brands.**

UK brands benefit from a reputation for:

- **Quality and safety**
- **Regulatory standards**
- **Expertise in pet health and nutrition**

→ This creates a clear opportunity for UK brands to capture value in premium segments

Why Now is the Right Time to Enter China's Pet Market

Market conditions are aligning to favour new international entrants—particularly premium brands.

- **Post-pandemic recovery** driving renewed consumer spending
- Rapid growth in **Gen Z and millennial pet ownership**
- Increasing **humanisation of pets → higher spend per pet**
- Expansion of **cross-border e-commerce and retail channels**
- Market remains **fragmented → space for new brand leaders**

→ Brands entering now can secure early mover advantage in a high-growth category

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Programme overview

A structured route to entering and succeeding in China’s pet market

From insight to commercial engagement:

1. Learn — China Market Masterclass (London)
Understand regulation, compliance, and opportunity

2. Experience — Retail Safari (Shanghai)
See real consumer behaviour and retail trends

3. Connect — Meet-the-Buyer (Shanghai)
Three curated meetings with Chinese buyers

4. Validate — Pet Fair Asia (Shanghai)
Benchmark competitors and explore partnerships

PROGRAMME DETAILS

AGENDA

Day 1 — Pre-Departure China Consumer Masterclass (London)
June (TBC)

Day 2 — Market Understanding (Shanghai)
Monday, 17 August
China Pet Market Compliance & Opportunities
Seminar + networking

Day 3 – Market Immersion (Shanghai)
Tuesday, 18 August
Retail safari
Buyer lunch
Meet-the-buyer sessions

Day 4 — Industry Exposure
Wednesday, 19 August
Visit to Pet Fair Asia

Meet the Buyer Programme

This programme is designed to move UK brands from insight to commercial engagement

Direct Access to Chinese Buyers

- Three **pre-matched meetings per company**
- Buyers aligned to your **category and positioning**
- Supported by CBBC with:
  - Interpretation
  - Follow-up
  - Relationship building

→ **Immediate commercial engagement opportunities**

Retail & Market Exposure

Understanding the Market on the Ground

Visit leading retailers and clinics to understand how products are positioned, sold, and experienced by Chinese consumers.

PETKIT

It specialises in designing and producing smart products for pets. It was founded in 2013. Its product line covers smart wearable products, drinking fountains, smart pet houses fitted with air-conditioning, automated pet feeders, treats, toys, and self-cleaning cat litter boxes.

As a group, it now integrates pet supplies, food, services, and medical treatment. It has more than 1,000 stores across the country.

Pet'em

It is a leading pet care service and retail chain in China, renowned for integrating professional grooming, wellness services, and curated retail offers.

It operates over 200 store in first- tier cities such as Beijing and Shanghai. The stores are strategically located in residential and commercial neighborhoods to provide accessible, high-quality pet care to modern pet parents.

New Ruipeng Pet Healthcare Group

It is a conglomerate specialising in providing pet medical care services; it was founded in Shenzhen, Southeast China in 2013 by the merger of Ruipeng Pet Hospital and Hillhouse Capital's several pet hospitals.

Its operations cover pet healthcare, pet grooming and beauty solutions, livestreaming, supply chain management, and continuing education for veterinarians and pet groomers.

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What UK Brands Will Gain

This programme is designed to deliver tangible commercial outcomes—not just market exposure.

- Direct access to **pre-qualified Chinese buyers**
- Insight into **pricing, packaging, and positioning expectations**
- Understanding of **distribution models (retail + e-commerce)**
- Validation of **product-market fit in China**
- Opportunity to **build relationships with key partners**

Additional support includes:
- On-the-ground **interpretation and follow-up support**
- Access to CBBC's **local network and expertise**

Pet Fair Asia: The Platform

Pet Fair Asia is the leading pet industry exhibition in Asia and one of the largest globally, held annually in Shanghai.

- **310,000+ sqm** exhibition space
- **2,600+ exhibitors** across the pet industry
- **130,000+ trade visitors**
- **90+ countries represented**
- **380,000+ total visitors** (including consumers)

→ Asia's largest pet industry exhibition and a key gateway to China's market

Why Work with CBBC

Your trusted partner for entering and growing in the China market

- **70+ years' experience** supporting UK–China trade
- **10 offices across China** providing local market access
- A network spanning **buyers, distributors, and industry stakeholders**
- Proven track record helping **UK consumer brands succeed in China**

CBBC supports you at every stage:

- Market entry strategy
- Partner identification
- In-market execution
- Long-term growth and scaling

→ **Reducing risk and accelerating your route to market**

PROGRAMME DETAILS

Fees and Registration

Secure Your Place

•Limited spaces to ensure **high-quality buyer matching**

•Registration deadline: **3 July 2026**
•Early confirmation recommended

Pricing:

•Full Programme: £2000 + VAT
Or
•Seminar & retail safari: £500 + VAT
•Meet-the-buyer programme: £1,500 + VAT

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ABOUT CBBC

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ABOUT US

OUR EXPERIENCE, NETWORK AND INSIGHTS

CBBC is the leading organisation helping UK companies develop and grow their business with China, and Chinese companies expand and invest in the UK. For more than 70 years we have offered unrivalled experience and insight into the ever-changing opportunities for growth between the UK and China.

OUR EXPERIENCE

We have an established track record and are uniquely positioned to provide clear, impartial advice to help companies thrive in the rapidly evolving Chinese market.

OUR NETWORK

Our China network has extensive coverage both regionally and sectorally with offices in 10 locations, and a team of experienced in-market specialists dedicated to guiding British companies towards commercial success in China.

OUR INSIGHTS

Providing you with the latest local market intelligence and contacts is at the heart of any successful market entry or expansion strategy. Our objective is to help you make informed decisions to enable your business to grow in China.

OUR NETWORK IN CHINA & THE UK

- Our China head office is in Beijing
- Our 10 locations in China provide local access, analysis, and advice

- Our head office is in central London
- We cover the whole of the UK (including Scotland, Wales, and Northern Ireland)
- We have strong in-market connections in the UK with Government, the private sector, and non-profit associations

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ABOUT US

CBBC MEMBERSHIP

Join the UK's leading China business network to benefit from:

ADVICE

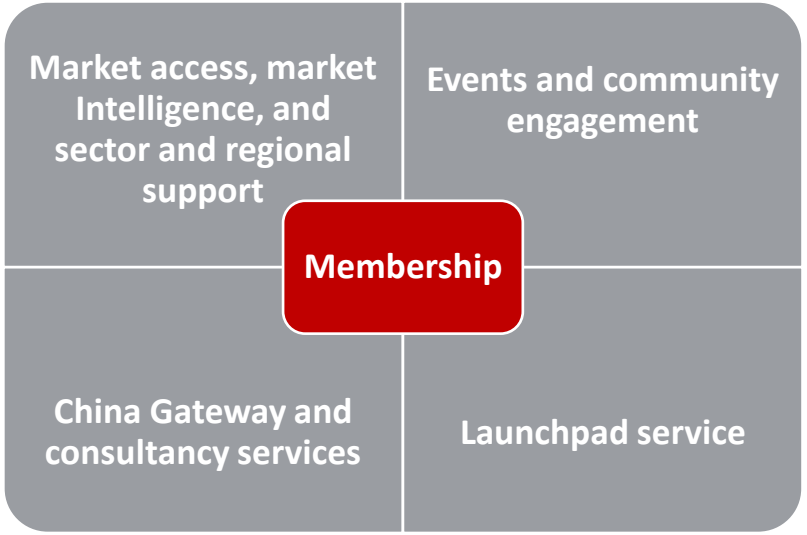
Our experience, built over 70 years of supporting thousands of organisations to enter, grow and succeed in China, leaves us expertly positioned to advise you on every step of your China journey.

ANALYSIS

From bespoke reports and policy updates to market insights across eight core sectors, we provide our members with the tools to help them prepare, plan ahead with confidence, and grow.

ACCESS

Access and engagement at the highest levels of influence in the UK and China, and to an unparalleled network of your peers, suppliers, stakeholders and competitors across all sectors. This includes events, roundtables, delegations and VIP visits.



500+ MEMBERS

10 OFFICES IN CHINA

8 SECTOR TEAMS

50+ CHINA EXPERTS (CHINA AND UK)

OUR COMMERCIAL SERVICES

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GATEWAY

Gateway, our premier market advisory service, is designed to meet all your individual and bespoke business objectives. Whatever stage you are at in your China or UK journey as a business, Gateway can enable you to achieve your goals both efficiently and cost effectively.

CONSULTANCY

Bespoke market research, identification of local contacts and potential partners, arrangement of meetings and market visits

DIGITAL

Services tailored to companies in the consumer sector including Digital Audit and E-Analytics, aimed at helping you to assess and understand the real data behind the big e-commerce numbers

ADVISORY

Advice on intellectual property protection and due diligence (company checks)

LOCATION STUDIES

Analysis of pros and cons of locations and sites for office setup, location of manufacturing facilities and sourcing the right partners

SUPPLIER & SOURCING SERVICE

Offering UK companies an efficient and cost-effective way to minimise associated risk and expenses when sourcing from China

EVENT MANAGEMENT

The CBBC Events Team has a wealth of experience in running a range of events throughout China, from seminars and conferences to product launches, receptions and dinners

HR & RECRUITMENT

Guidance on, and services to support, the employment of staff in China

PRACTICAL SUPPORT

Practical cultural training courses as well as interpretation, translation and visa support

OUR COMMERCIAL SERVICES

NAVIGATOR

A retainer service designed to sustain and grow your interactions with the market through deploying CBBC's sector and regional specialists, Navigator enables you to conduct essential in-market business activity quickly and at an affordable price.

OUR NAVIGATOR OFFERING

INSIGHTS

Market insights and e-commerce platform audits; sector reports and locations studies; detailed market research and analysis; identification of a range of market initiatives and opportunities offered across all provinces and major cities in China

SALES AND BUSINESS DEVELOPMENT

Leveraging our networks and local knowledge; attending client meetings, fostering commercial and strategic partnerships and developing sales and distribution channels on your behalf; partner identification and supplier sourcing

EVENTS, MARKETING & COMMUNICATIONS

Planning marketing and strategic communications campaigns; online and offline events; key opinion leader (KOL) and key opinion consumer (KOC) identification

ADMINISTRATIVE AND SECRETARIAL SERVICES

HR and recruitment support; document drafting and regulation; IP support; concierge services; ongoing liaison work

THE ADVANTAGES OF NAVIGATOR

FULLY CUSTOMISED

Engage CBBC's team of specialists according to your specific brief to deliver immediate and improved results for your business

COLLABORATIVE

Work with an expert CBBC team dedicated to serving your business as an extension of your core team

COST EFFECTIVE

Gain affordable access to CBBC's network and resources in line with your budgetary requirements

EASILY ACCESSIBLE

Interact and maintain business with the China market while travel restrictions remain, use to speed-up future resumption and recovery prospects

OUR COMMERCIAL SERVICES

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LAUNCHPAD®

Launchpad enables UK businesses to enter the China market in a low-risk and cost-effective manner. Launchpad has enabled businesses of all sizes to succeed in China, from household consumer brands and prestigious academic institutions to innovative SMEs, trade and investment bodies and local authorities.

PROVEN SUCCESS

More than 200 organisations have successfully used Launchpad to date

COST EFFECTIVE

More cost effective than running either a representative office or full service company

10 LOCATIONS

Locate a Launchpad Manager in any of our 10 offices across China

RECRUITMENT & SELECTION

We will identify somebody with the right skills to work exclusively for your business needs

IMMEDIATE ACCESS

Upon identification of your Launchpad Manager, you will gain access to new business networks

FLEXIBLE & LOW RISK

Cost certainty and a low-risk means of entering the China market or withdrawing if plans change

GROW YOUR NETWORKS FAST

Access CBBC events and resources throughout China and the UK

ADMINISTRATIVE SUPPORT

We take care of payroll, expenses management, call-minding services and other related costs

GRADUATION & EASY EXIT

CBBC can assist with all aspects of post-Launchpad development

THE LAUNCHPAD JOURNEY

CONTACT US

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