

Pets Today 2026: The leading meeting point for the pet industry returns

2–4 October 2026 | Metropolitan Expo, Athens

Pets Today 2026 returns from Friday 2 to Sunday 4 October at Metropolitan Expo in Athens, bringing together the latest developments, trends and business opportunities shaping today's pet industry.

For three days, professionals from Greece and abroad will have the opportunity to meet leading companies and brands, discover new products and services, explore new business opportunities and build valuable professional partnerships.

Pets Today goes beyond products for pets. It is a comprehensive professional platform that reflects the evolving landscape of the pet industry, bringing together pet shops, veterinarians, groomers, industry professionals, suppliers and businesses operating across the wider companion animal market.

At the heart of this year's event are the latest market innovations, with dedicated areas such as New Products, Promo Picks and Collab Corner, offering visitors new opportunities to discover products, exchange ideas and connect with potential business partners.

A key feature of Pets Today 2026 is the Inspiration Area, a dedicated space focused on knowledge, information and discussion around the latest developments in the industry. The area will host a programme of talks and presentations featuring professionals and experts from the sector, addressing topics related to the market, business, emerging trends and the evolving relationship between people and companion animals.

The Pet Biz Awards will also have a prominent place at this year's event. The awards celebrate businesses, professionals and initiatives active in the companion animal sector, providing an opportunity to showcase achievements, ideas and initiatives that contribute to the development of the industry.

The pet industry is constantly evolving, driven by changing consumer needs, new products and services, and the transformation of the way businesses operate. Pets Today 2026 brings these developments together in one place through its exhibition, new product presentations, professional networking opportunities, educational content and industry discussions.

With an exhibition environment designed for business meetings, product discovery, networking and knowledge exchange, Pets Today 2026 offers visitors the opportunity to see what is happening in the market today and gain insight into the trends shaping the future of the pet industry.

Pre-registration for Pets Today 2026 is now open.

Pets Today 2026
2–4 October 2026
Metropolitan Expo, Athens, Greece

For more information and pre-registration:
petstoday.gr