

The Institute





**We are responsible for
fostering development
of the sector.**

Do your part!
Come innovate with us.

Instituto Pet Brasil (IPB) started in **2013** to foster development of the pet products and services sector.

The organization leads projects to develop **knowledge, entrepreneurship and innovation**, aimed at contributing to professionalization in the sector and strengthening the relationship between people and pets, a relationship that has been proven to benefit the health and wellness of both.



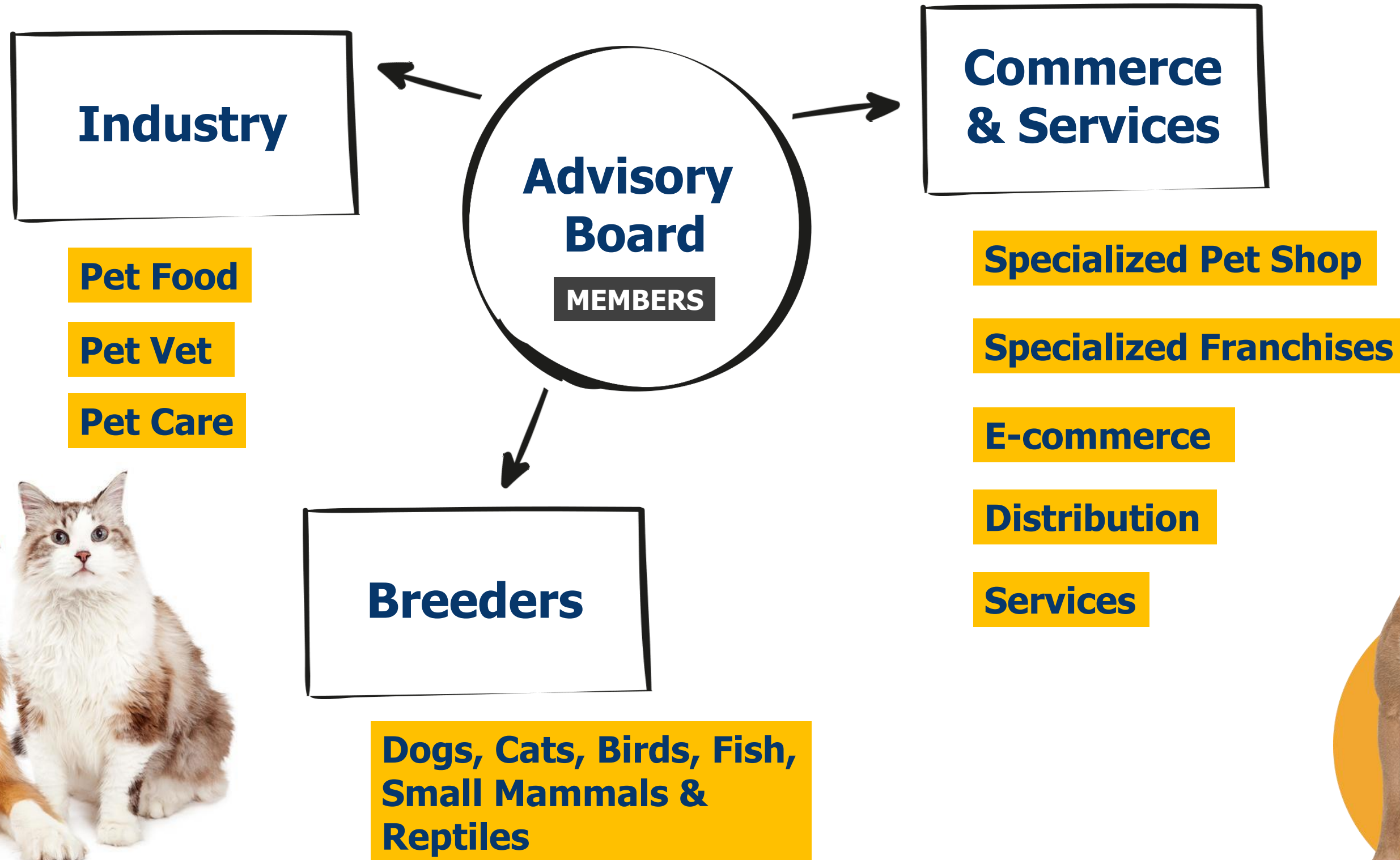


IPB provides relevant information for your business, while also promoting training at Brazilian companies, creating more competitiveness and, with this, **better and better services for our best friends.**

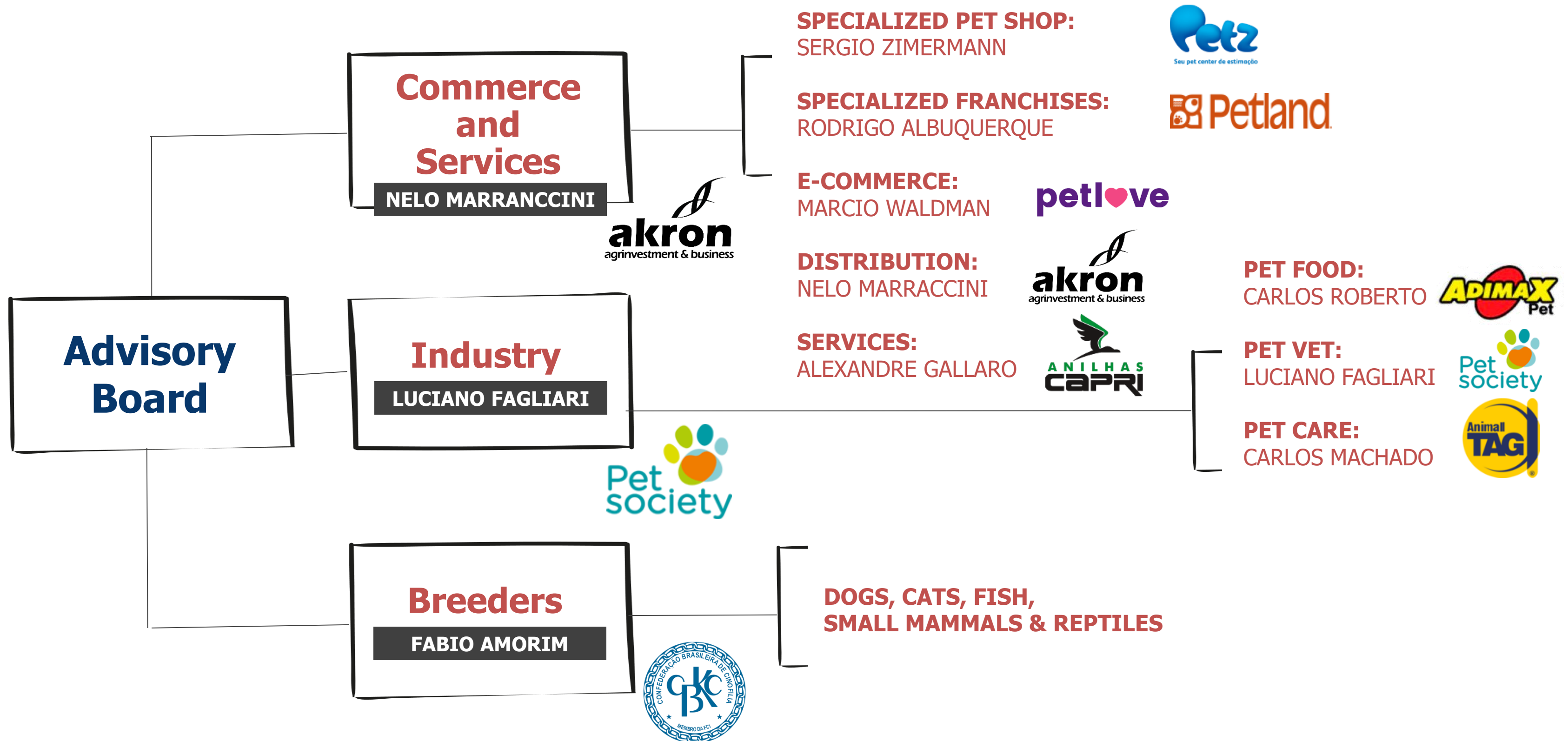
Our Structure



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The organization is split into strategic areas, which leverage competitive edges for market members.

They are:



Business Intelligence Area



Legal & Gov. Rel. Area



Technical & Regulatory Area

Business Intelligence Area

The Business Intelligence area works in partnership with research institutes to survey and analyze data on the domestic and international pet markets, aimed at generating strategic information for members.



Legal & Gov. Rel. Area

Although Brazil's pet sector is the 2nd largest in the world, it is relatively new and continues to constantly develop. In order for us to improve the well-being of our pet friends, the Institute has created the legal and governmental relations (gov. rel.) front.

The Legal & Gov. Rel. area is aimed at providing an outlet for members' concerns, through organized sector actions. These initiatives are always focused on extolling the sector's relevance at the various legal and governmental levels, while also making the pet sector's contributions to society clear, using a technical basis and market data.





Technical & Regulatory Area

The pet market in Brazil, as well as the other economic activities developed in our country, should comply with a series of standards that establish environmental, health and fiscal standards for its execution. In an effort to provide the information the sector needs, we provide customized services for your segment at a low cost.



With these fronts of action, IPB members have exclusive access to:



Business Talks

Yearbook

Trade Shows

Industry Event

Trade Missions



Find out about some of our initiatives:





PET BRASIL

Pet Brasil Sector Project

**Want to export?
Join us!**

The Pet Brasil Sector Project is a partnership between Instituto Pet Brasil and the Brazilian Trade and Investment Promotion Agency (Apex-Brasil). The initiative assists and advises companies that want to export their products, whether they are just starting out, already export or have internationalized.

We aim to publicize the potential of Brazil's industry on the international market, with the country aligning more and more with the demands in the world's biggest markets.



This work has had uninterrupted results since 2006.

Much has been gained: export performance in 2018 exceeded estimates, at **over USD 250 million** exported across the sector.

The project saw average annual growth of over 20% compared to 2006!

During the entire period, the sector grew by approximately 700%.

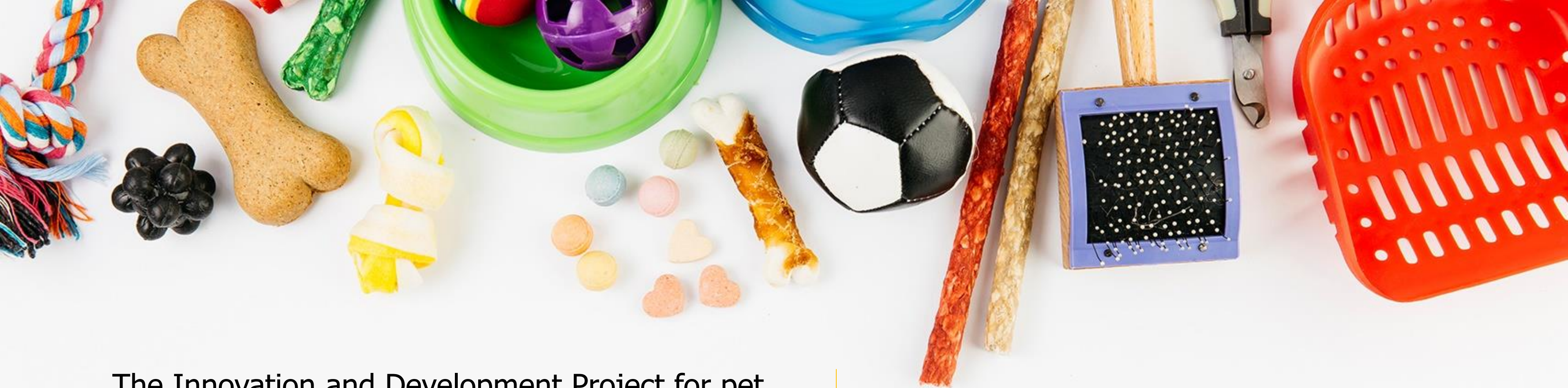
In addition to increasing the number of exporting companies, the sector project also carries out image projects, aimed at strengthening the image of companies and the Brazilian pet sector around the world!

Find out more at:
<https://youtu.be/Ts9MnbjhMB0>



 **PDI
PET**

**Gain excellence in
your business!**



The Innovation and Development Project for pet sector companies (PDI Pet) is a joint initiative between Instituto Pet Brasil and the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), aimed at helping Brazilian companies to be competitive in the Brazilian and foreign markets.

Using information provided by member companies, the program assesses each company's maturity according to criteria related to managerial and operational capacity.

Find out more at: <http://institutopetbrasil.com/beneficios/>



Data Pet is a periodic newsletter supporting executives working in the pet sector. Its goal is to help them improve performance using information on the market and exclusive services.

The organization publishes studies on the sector throughout the year. It moreover creates customized studies, according to the needs of each company or investor interested in the Brazilian market.

Studies done by the IPB are the most up-to-date in the market, based on data provided by pet chain members in real time. The organization provides information on market potential, revenue, share of each segment, jobs numbers, number of pet shops and more.

IPB also provides some studies free of charge on its website.



The International Market

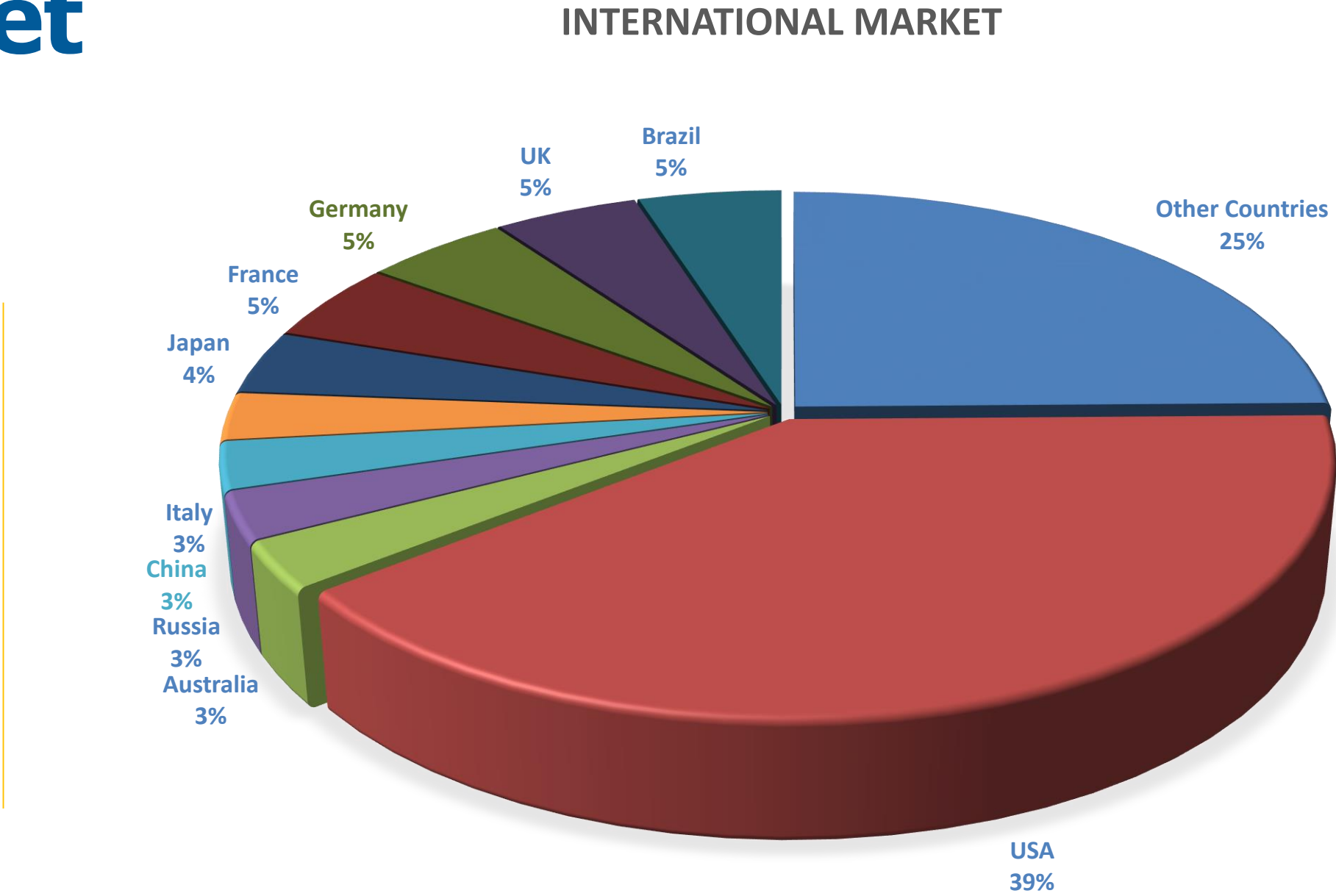
Revenue from pet sector sales worldwide reached approximately US\$ 124.6 billion in 2018. The top ten markets accounted for 75.4% of this total.

The market in the USA was notable, since it is responsible for over 40% of this amount.

Brazil is the second largest market, with a share of 5.2%, while the United Kingdom and Germany trail close behind, with 4.9% each.

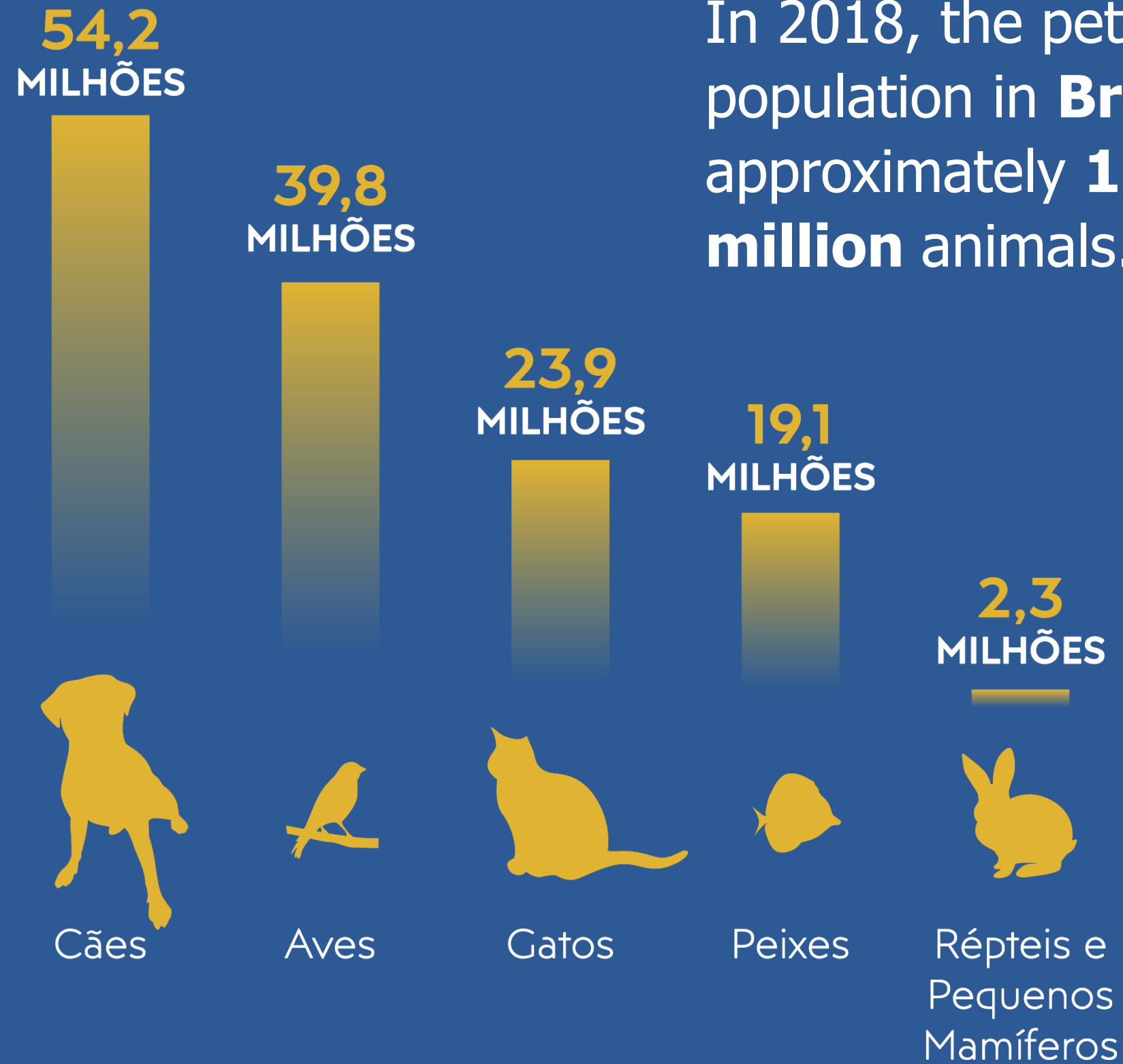
Source: Euromonitor

1 Value subject to changes during the year based on Euromonitor data. In the Folder, data available up to April/2019 are considered.



Number of Animals

In 2018, the pet population in **Brazil** was approximately **139.3 million** animals.



The **international** pet population is approximately **1.6 billion** animals.





Ornamental fish make up around 40% of this population.

CATEGORIA

ESTIMATIVA DA POPULAÇÃO PET MUNDIAL

Peixes ornamentais

649.793.940

Cães

483.116.188

Gatos

381.050.666

Aves canoras e ornamentais

220.866.000

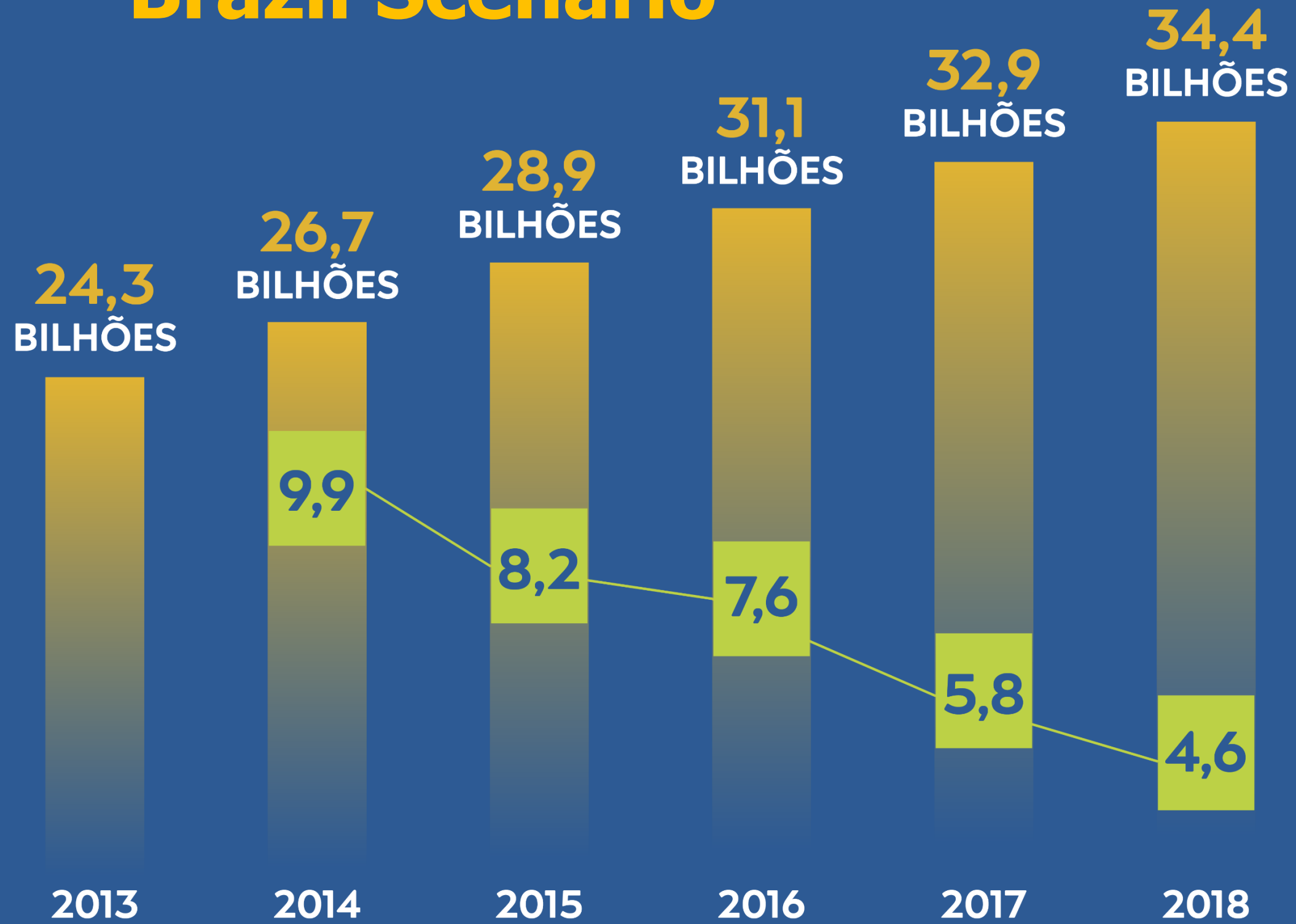
Outros (répteis e pequenos mamíferos)

80.628.340

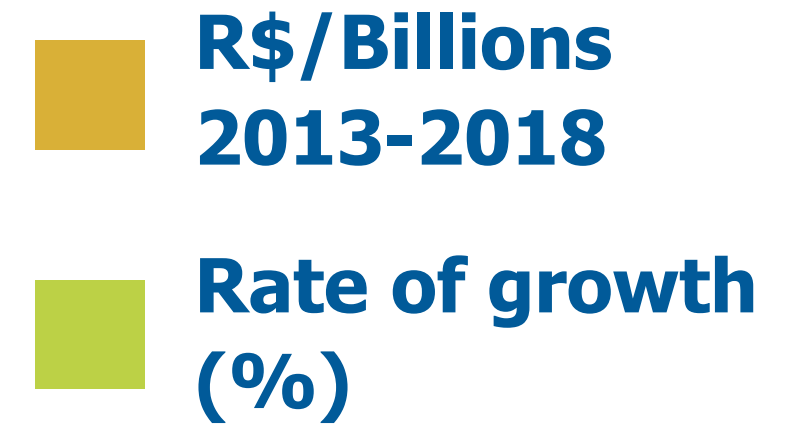
Total

1.594.810.000

Brazil Scenario



Evolution in Revenues



Source: Instituto Pet Brasil



Job Creation

In 2018, an estimated 2 million jobs were created in the pet sector in Brazil, considering the formal and informal job markets. The vast majority of these jobs are at breeders.

Industrial and specialized segments that hire professionals with higher qualifications are also worth noting.

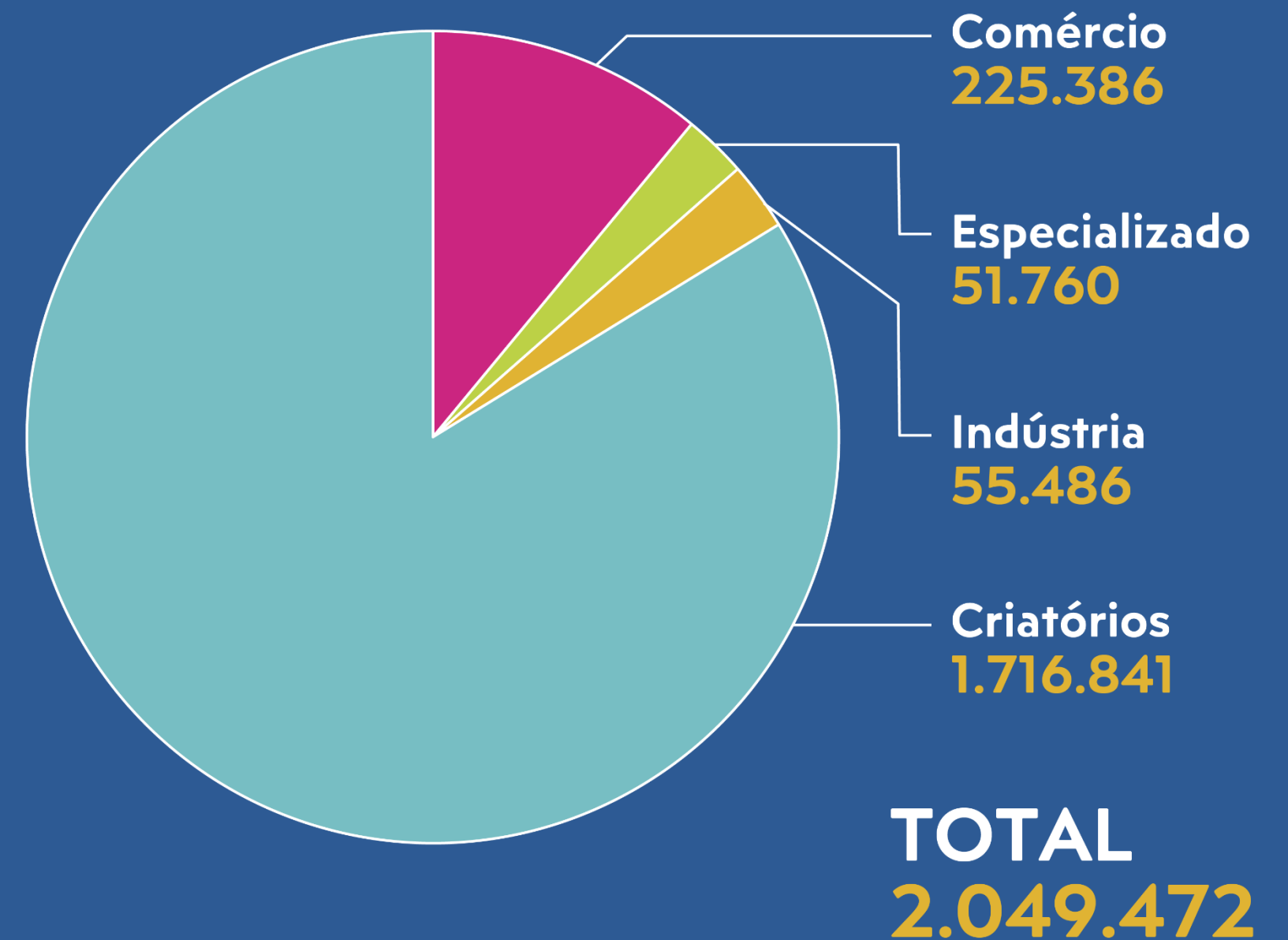
Together, these sectors accounted for over 110,000 jobs in 2018.

Sources: Instituto Pet Brasil, COBRAP, CFMV and RAIS





Jobs Created in the Sector



A woman with long blonde hair, wearing a white jacket and a watch, is holding a small brown dog. She is looking at her smartphone. The background is a blurred outdoor setting with green foliage. The image is partially overlaid by a blue and yellow graphic on the right side.

Instituto Pet Brasil App

The IPB app provides relevant content for those interested in the pet market.
Available soon at the Apple Store or Google Play.

Join us!

IPB offers unique benefits in the market.





BENEFITS INSTITUTO PET BRASIL

Brand exposure	Member	Non-Member
Social networks and institute's website	X	
Exclusive articles	X	
Exposure in the national or international press	X	
Publicity for new products	X	
Participation in interviews	X	
Periodic newsletters	X	
Participation in shows	Member	Non-Member
Complete management of your stand	X	X
Leasing of space and stand assembly	X	
Exposure of your brand in local spontaneous media	X	X
Release on your company during the event	X	
Provision of participant database	X	*X



Missions and Business Talks	Member	Non-Member
Complete management of action with no fee to join	X	X
Discounts of up to 50% in missions and business talks	X	
Exclusive free market studies	X	
Discounts on customized studies	X	
Discounts on setting up customized missions	X	
Visibility of your company in catalogs publicizing the action (national and international)	X	*X
Contact with international and national buyers	X	

Business Intelligence – DATA PET	Member	Non-Member
Access to restricted area of the site with exclusive data and studies	X	X
Receipt of newsletter with market information	X	
Customized Market Study	X	X
Discounts of up to 50% on customized studies and/or research	X	*X
Free access to data on the Brazilian market, updated first-hand (up to 2 per year)	X	
Free access to international market studies (2 per year target countries)	X	
Access to **international buyers mailing list	X	*X
Survey of potential buyers		

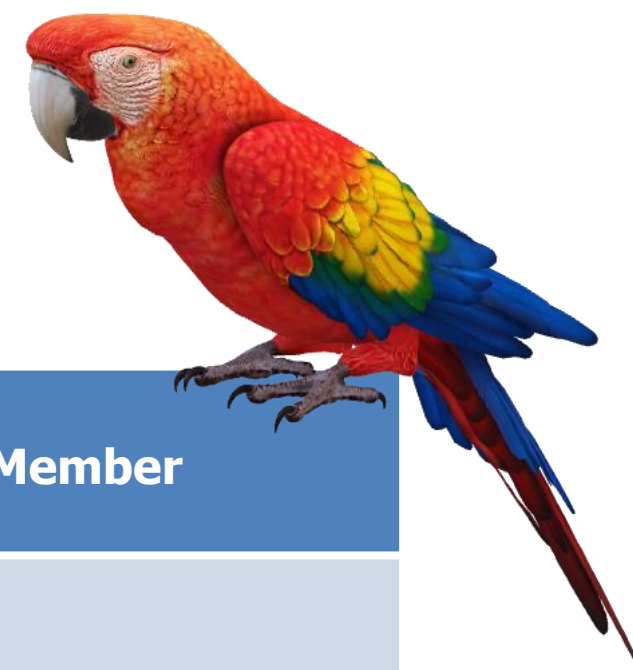


PDI PET	Member	Non-Member
Free participation in the corporate maturity qualification tool	X	X
Discounts on the participation fee for workshops, webinars and talks	X	X
Brand exposure in the press	X	

PS Pet Brasil	Member	Non-Member
Participation with no fee to join the project	X	X
Discounts on the participation fee for export-focused actions	X	
Access to exclusive studies	X	*X
Qualitative exposure of your brand internationally	X	
Contacts with potential international buyers	X	
Exposure in spontaneous international media	X	
Participation in international trade shows with no assembly or lease costs at show	X	
Business meetings	X	*X
Access the communication material on the Brazilian pet market (video in 4 languages)	X	*X

Government Relations	Member	Non-Member
Keep up on the organization's government actions via newsletter	X	
Chance to insert content in the advocacy agenda with the Brazilian congress,	X	
Participation in discussion group of topics that impact the pet sector production chain,	X	
Availability and participation at no cost in presentations and market data on the sector at local industry meetings,	X	
Availability of macro data on the Brazilian pet sector at no cost, for individual requests.	X	





Regulatory	Member	Non-Member
Customized support at affordable costs in relation to standards, health or environmental requirements in Brazil or other countries,	X	
Receipt of information via newsletter	X	X

Yearbook	Member	Non-Member
50% discount on advertising	X	*X
Participation as an advertiser	X	*X
Exposure for your brand and/or product at launch event	X	

***pending consultation of prices**
**** only buyers from countries where market studies have already been done.**



Go to

<http://institutopetbrasil.com/>

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Thank you!

