

PATS

SANDOWN 2020

visitor breakdown

TOTAL NUMBER OF VISITORS TO SANDOWN 2020

1677

MAIN COMPANY ACTIVITY

Pet Retailer / Other Specialist Retailer	1048
Equestrian / Farm Shop	69
Garden Centre	121
Groomers / Kennel / Cattery	172
Mail Order / Online	166
Manufacturer	51
Vet Practice	22
Wholesaler	28

JOB TITLE

Director / Partner / Owner	1269
Buyer / Product Manager	182
Merchandiser	13
Sales / Marketing	55
Department Manager	147
Student	11

PRODUCT INTEREST (MULTIPLE TICK BOX)

Pet Products	1586
Grooming	529
Shop Fittings / Retail Services	201
Aquatic Products and Reptiles	183
Equestrian	191
Veterinary Products	257

OUTLETS YOU BUY FOR

1 Outlet	1362
2 - 6 Outlets	215
7 - 10 Outlets	19
11 - 20 Outlets	17
21+ Outlets	64

HOW DID YOU HEAR ABOUT PATS?

Trade Press	151
Colleague	317
Previous Visitor	463
Direct Mail	315
Email	97
Link from Website	94
Social Media	71
Website Search	99
Other	70

GEOGRAPHICAL BREAKDOWN OF VISITORS

London & South East	1214
South West	115
East Anglia	59
Midlands	49
East Midlands	55
Wales	33
North West	32
Yorks & Humberside	37
North East	5
Scotland	13
Northern Ireland	3
Europe	48
Rest of World	14

TELFORD
27-28 September 2020

The UK's number one
pet industry exhibition
patshow.co.uk

SANDOWN
14-15 February 2021