

Japan Pet Food Market Size, Share & Trends Analysis Report By Product (Wet Pet Food, Dry Pet Food, Snacks/Treats), By Pet Type (Cat, Dog), By Category (Traditional, Specialist), By Distribution Channel, And Segment Forecasts, 2025 - 2030

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Abstracts

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Japan Pet Food Market Size & Trends

The Japan pet food market size was estimated at USD 4.20 billion in 2024 and is expected to grow at a CAGR of 4.4% from 2025 to 2030. The industry is expanding due to several social, economic, and cultural factors that are shaping pet ownership behaviors and product preferences. One of the primary drivers is the aging population. Japan has one of the oldest populations globally, and many elderly citizens are adopting pets, particularly dogs and cats, for companionship. This demographic shift has created a demand for pet food tailored to senior pets-products with softer textures, digestive support, and enhanced nutrition to address aging-related issues in animals. Companies like Unicharm and Mars Japan are responding by offering "senior-specific" formulas and wet food options suited to the needs of older animals.

Japanese pet owners are also highly detail-oriented and value safety, traceability, and premium quality in the food they provide their pets. Local consumers often seek domestically produced pet food over imported products due to concerns over food safety and ingredient sourcing. This preference has encouraged Japanese manufacturers to emphasize "Made in Japan" labels, with detailed ingredient sourcing and production information clearly displayed on packaging. Brands like AIXIA and Inaba Foods have capitalized on this trend by focusing on Japanese seafood ingredients and

high levels of product transparency.

Health-consciousness is another distinctive trend among Japanese pet owners. Functional foods designed to address specific health concerns-such as kidney care for cats or low-fat diets for dogs-are in high demand. There is growing popularity for food fortified with probiotics, taurine, and other supplements, particularly for indoor pets, which make up a large share of animals in densely populated urban areas like Tokyo and Osaka. These urban conditions also mean that pet owners favor compact, odor-controlled packaging and portion-controlled servings to suit small living spaces.

Japanese consumers are also highly brand-loyal and research-driven. They often consult veterinarians or pet nutritionists before switching food and are influenced by rankings in Japanese pet magazines and websites like Petline or Rakuten Pet Store. E-commerce is rapidly becoming the preferred channel, particularly among younger generations and busy urban professionals. Japanese platforms such as Rakuten and Yahoo! Japan Shopping offer a wide range of pet food, including both domestic and high-end international brands like Hill's Science Diet and Royal Canin.

Japan Pet Food Market Report Segmentation

This report forecasts volume & revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the Japan pet food market report based on product, pet type, category, distribution channel, and region:

Product Outlook (Volume, Kilo Tons; Revenue, USD Million, 2018 - 2030)

Wet Pet Food

Dry Pet Food

Snacks/Treats

Pet Type Outlook (Volume, Kilo Tons; Revenue, USD Million, 2018 - 2030)

Cats

Dogs

Others

Category Outlook (Volume, Kilo Tons; Revenue, USD Million, 2018 - 2030)

Traditional Pet Food

Specialist Veterinary Nutrition

Cats

Dogs

Others

Distribution Channel Outlook (Volume, Kilo Tons; Revenue, USD Million, 2018 - 2030)

Supermarkets & Hypermarkets

Convenience Stores

E-commerce

Pet Specialty Stores

Others

Companies Mentioned

The J.M. Smucker Company

Nestlé Purina

Mars, Incorporated

LUPUS Alimento

Total Alimentos

Hill's Pet Nutrition, Inc.

General Mills Inc.

WellPet LLC

The Hartz Mountain Corporation

Diamond Pet Foods

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Pet Type Outlook
- 2.4. Category Outlook
- 2.5. Distribution Channel Outlook
- 2.6. Competitive Landscape Outlook

CHAPTER 3. JAPAN PET FOOD MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Global Pet Food Market Size & Growth Rate Overview, 2018 - 2030 (USD Million, Kilo Tons)
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Raw Material Trends Outlooks
 - 3.3.2. Manufacturing and Technology Trends
 - 3.3.3. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Market Opportunities

- 3.4.4. Market Challenges
- 3.5. Industry Analysis - Porter's Five Forces Analysis
- 3.6. Market Entry Strategies

CHAPTER 4. JAPAN PET FOOD MARKET: CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Influencing Buying Behavior
- 4.4. Consumer Service Adoption Trends
- 4.5. Key Observations & Findings

CHAPTER 5. JAPAN PET FOOD MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Japan Pet Food Market, by Product: Key Takeaways
- 5.2. Product Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, by Product, 2018 - 2030 (USD Million, Kilo Tons)
 - 5.3.1. Wet pet food
 - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
 - 5.3.2. Dry pet food
 - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
 - 5.3.3. Snacks/Treats
 - 5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)

CHAPTER 6. JAPAN PET FOOD MARKET: PET TYPE ESTIMATES & TREND ANALYSIS

- 6.1. Japan Pet Food Market, by Pet Type: Key Takeaways
- 6.2. Pet Type Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, by Pet Type, 2018 - 2030 (USD Million, Kilo Tons)
 - 6.3.1. Cats
 - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
 - 6.3.2. Dogs
 - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
 - 6.3.3. Others
 - 6.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)

CHAPTER 7. JAPAN PET FOOD MARKET: CATEGORY ESTIMATES & TREND

ANALYSIS

- 7.1. Japan Pet Food Market, by Category: Key Takeaways
- 7.2. Category Movement Analysis & Market Share, 2024 & 2030
- 7.3. Market Estimates & Forecasts, by Category, 2018 - 2030 (USD Million, Kilo Tons)
 - 7.3.1. Traditional Pet Food
 - 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
 - 7.3.2. Specialist Veterinary Nutrition
 - 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
 - 7.3.2.2. Cats
 - 7.3.2.2.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
 - 7.3.2.3. Dogs
 - 7.3.2.3.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
 - 7.3.2.4. Others
 - 7.3.2.4.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)

CHAPTER 8. JAPAN PET FOOD MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 8.1. Japan Pet Food Market, by Distribution Channel: Key Takeaways
- 8.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030
- 8.3. Market Estimates & Forecasts, by Distribution Channel, 2018 - 2030 (USD Million)
 - 8.3.1. Hypermarkets & Supermarkets
 - 8.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.2. Convenience Stores
 - 8.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.3. E-commerce
 - 8.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.4. Pet Specialty Stores
 - 8.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 8.3.5. Others
 - 8.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 9. COMPETITIVE ANALYSIS

- 9.1. Recent Developments & Impact Analysis by Key Market Participants
- 9.2. Company Categorization
- 9.3. Participant's Overview
- 9.4. Financial Performance

- 9.4.1. Revenue
- 9.4.2. COGS
- 9.4.3. Gross Profit Margin (%)
- 9.4.4. EBIT/EBITDA
- 9.4.5. Regional Revenue Breakdown
- 9.4.6. Business Segment Revenue Breakdown (as per annual report)
- 9.5. Product Benchmarking
- 9.6. Company Market Share Analysis, 2024 (%)
- 9.7. Company Heat Map Analysis
- 9.8. Strategy Mapping
- 9.9. Company Profiles
 - 9.9.1. The J.M. Smucker Company
 - 9.9.1.1. Company Overview
 - 9.9.1.2. Financial Performance
 - 9.9.1.3. Product Portfolios
 - 9.9.1.4. Strategic Initiatives
 - 9.9.2. Nestl? Purina
 - 9.9.2.1. Company Overview
 - 9.9.2.2. Financial Performance
 - 9.9.2.3. Product Portfolios
 - 9.9.2.4. Strategic Initiatives
 - 9.9.3. Mars, Incorporated
 - 9.9.3.1. Company Overview
 - 9.9.3.2. Financial Performance
 - 9.9.3.3. Product Portfolios
 - 9.9.3.4. Strategic Initiatives
 - 9.9.4. LUPUS Alimento
 - 9.9.4.1. Company Overview
 - 9.9.4.2. Financial Performance
 - 9.9.4.3. Product Portfolios
 - 9.9.4.4. Strategic Initiatives
 - 9.9.5. Total Alimentos
 - 9.9.5.1. Company Overview
 - 9.9.5.2. Financial Performance
 - 9.9.5.3. Product Portfolios
 - 9.9.5.4. Strategic Initiatives
 - 9.9.6. Hill's Pet Nutrition, Inc.
 - 9.9.6.1. Company Overview
 - 9.9.6.2. Financial Performance

- 9.9.6.3. Product Portfolios
- 9.9.6.4. Strategic Initiatives
- 9.9.7. General Mills Inc.
 - 9.9.7.1. Company Overview
 - 9.9.7.2. Financial Performance
 - 9.9.7.3. Product Portfolios
 - 9.9.7.4. Strategic Initiatives
- 9.9.8. WellPet LLC
 - 9.9.8.1. Company Overview
 - 9.9.8.2. Financial Performance
 - 9.9.8.3. Product Portfolios
 - 9.9.8.4. Strategic Initiatives
- 9.9.9. The Hartz Mountain Corporation
 - 9.9.9.1. Company Overview
 - 9.9.9.2. Financial Performance
 - 9.9.9.3. Product Portfolios
 - 9.9.9.4. Strategic Initiatives
- 9.9.10. Diamond Pet Foods
 - 9.9.10.1. Company Overview
 - 9.9.10.2. Financial Performance
 - 9.9.10.3. Product Portfolios
 - 9.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 Japan pet food market - Key market driver analysis

Table 2 Japan pet food market - Key market restraint analysis

Table 3 Japan pet food market estimates & forecast, by product (USD Million, Kilo Tons)

Table 4 Japan pet food market estimates & forecast, by pet type (USD Million, Kilo Tons)

Table 5 Japan pet food market estimates & forecast, by category (USD Million, Kilo Tons)

Table 6 Japan pet food market estimates & forecast, by distribution channel (USD Million, Kilo Tons)

Table 7 Recent developments & impact analysis by key market participants

Table 8 Company market share, 2024

Table 9 Company heat map analysis

Table 10 Companies undergoing key strategies

List Of Figures

LIST OF FIGURES

- Fig. 1 Japan pet food market segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Product snapshot
- Fig. 8 Pet Type snapshot
- Fig. 9 Category snapshot
- Fig. 10 Distribution channel snapshot
- Fig. 11 Regional snapshot
- Fig. 12 Competitive landscape snapshot
- Fig. 13 Japan pet food market size, 2018 to 2030 (USD Million)
- Fig. 14 Japan pet food market: Value chain analysis
- Fig. 15 Japan pet food market: Profit margin analysis
- Fig. 16 Japan pet food market: Market dynamics
- Fig. 17 Japan pet food market: Porter's five forces analysis
- Fig. 18 Factors influencing buying decisions for Japan pet food
- Fig. 19 Japan pet food market, by product: Key Takeaways
- Fig. 20 Japan pet food market: Product movement analysis, 2024 & 2030 (%)
- Fig. 21 Japan wet pet food market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
- Fig. 22 Japan dry pet food market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
- Fig. 23 Japan pet treats/snacks market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
- Fig. 24 Japan pet food market, by pet type: Key Takeaways
- Fig. 25 Japan pet food market: Pet Type movement analysis, 2024 & 2030 (%)
- Fig. 26 Japan dog pet food market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
- Fig. 27 Japan cat pet food market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
- Fig. 28 Japan other pet food market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
- Fig. 29 Japan pet food market, by category: Key Takeaways

Fig. 30 Japan pet food market: Category movement analysis, 2024 & 2030 (%)

Fig. 31 Japan traditional pet food market estimates and forecasts, 2018 - 2030 (USD Million, Kilo Tons)

Fig. 32 Japan specialist veterinary nutrition pet food market estimates and forecasts, 2018 - 2030 (USD Million, Kilo Tons)

Fig. 33 Japan pet food market, by distribution channel: Key Takeaways

Fig. 34 Japan pet food market: Distribution channel movement analysis, 2024 & 2030 (%)

Fig. 35 Japan pet food market estimates and forecasts through hypermarkets & supermarkets, 2018 - 2030 (USD Million, Kilo Tons)

Fig. 36 Japan pet food market estimates and forecasts through convenience stores, 2018 - 2030 (USD Million, Kilo Tons)

Fig. 37 Japan pet food market estimates and forecasts through e-commerce channels, 2018 - 2030 (USD Million, Kilo Tons)

Fig. 38 Japan pet food market estimates and forecasts through pet specialty stores, 2018 - 2030 (USD Million, Kilo Tons)

Fig. 39 Japan pet food market estimates and forecasts through other channels, 2018 - 2030 (USD Million, Kilo Tons)

Fig. 40 Key company categorization

Fig. 41 Company market share analysis, 2024

Fig. 42 Strategic framework of Japan pet food market

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