

Japan Pet Food Market, Forecast, Impact of COVID-19, Industry Trends, by Animal Type (Dog & Cat Food), Growth, Opportunity Company Analysis

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Abstracts

In recent years, Japan is facing rapid demographic changes such as a declining birth rate, growing ageing population, urbanization, the trend towards a nuclear family, rising single-person households, and households with no kids. All these factors have led to an increase in pet adoptions in Japan. The most popular pets among the Japanese population includes dogs and cats. The pet food market in Japan matured, and the growth has remained stagnant since the historic period. According to this research report, Japan Pet Food Market was US\$ 3.4 Billion in 2020.

While the number of dogs over the historical period has decreased, that of cats has increased, outnumbering dogs as a pet in Japan. In addition, the fact pet food market in Japan is achieving growth is mainly driven by solid sales in both cat & dog pet food categories. The other trends that deserve to be noted are that dry food is conventional in Japan, whilst wet food is also accelerating for both cats and dogs pet food. According to the projections made by Renub Research, Japan Pet Food Market Size is estimated to reach US\$ 4.2 Billion by 2027.

Recent Launch

In Japan, April 2021 Unicharm launched AllWell cat food products. The recipes feature a patented formula that claims to be the world's first 'dietary fibre blending technology' to reduce the regurgitation of meals. The brand claims that reducing regurgitation ensures that cats are able to absorb all of the nutrients present in the cat food, thus avoiding malnutrition.

The UnicharmAllWell range is available in variants appropriate to various ages,

lifestyles, and functional needs. The prevention of regurgitation and consequent loss of vital nutrients could appeal strongly to cat owners concerned about the physical wellness and resilience of their cats.

In addition, coupled with the growing concerns over pet food safety, 'Made in Japan' products are winning customers' favour. In contrast, imported pet foods are subject to animal quarantine and must comply with Pet Food Safety Laws. As per our analysis, Japan Pet Food Market forecasted to grow at a CAGR of 3.06% from 2020 to 2027.

Moreover, the most popular pet food distribution channel includes store-based retailing, non-store retailing (online) and non-retail channels (veterinary clinics). The most widespread distribution channel for pet food products in Japan is store-based retailing, specializing in food or pet products. The store-based retailing is opted by customers as these shops provide a wide variety of products under one roof. However, E-commerce has become a steadily popular preference among busy Millennials. In addition, the COVID-19 has also hiked the market segment among all distribution channels as the markets in the country were shut and consumers were dealing in online purchase channel.

Furthermore, the Japanese pet food market is highly competitive with fierce price competition. The price war is pushing manufacturers to come out with different and advanced pet foods. The major players in the Japanese pet food market include Mars Incorporated, Nestle Purina Pet Food, Royal Canin and Hill's Pet Nutrition. Indeed, new product development, mergers & acquisitions of small established innovative product lines by the companies are the most adopted strategies in the market.

COVID-19 Impact on Japan Pet Food Market:

The pet food industry amidst the COVID-19 pandemic has adversely impacted the market due to the deferment of manufacturing, processing, and packaging motions of companies associated with the pet food market. This has emerged in the limited availability of products, thereby hampering the pet food market in early 2021.

However, the main driver for the market is the humanization of pets, wherein human attributes are ascribed to pets, and they are treated likewise. This trend will result in an increased focus on pet health, nutrition, weight, and overall wellness during the forecasted period. Furthermore, the trend is expected to force manufacturers to produce high-quality foods with an eye on natural and organic content.

Renub Research latest report “Japan Pet Food Market, By Animal Type (Dog Pet Food, Cat Pet Food and Others Pet Food), Dog Pet Food (Dry Dog Food, Wet Dog Food and Others Dog Food), Cat Pet Food (Dry Cat Food, Wet Cat Food and Others Cat Food), Distribution Channels Dog Food Market (Store-based Retailing, Non-Store Retailing (Online) and Non-Retail Channels (Veterinary Clinics)), Distribution Channels Cat Food Market (Store-based Retailing, Non-Store Retailing (Online) and Non-Retail Channels (Veterinary Clinics)), Companies (Mars Incorporated, Nestle Purina Pet Food, Royal Canin, Hill's Pet Nutrition and Unicharm)” provides a detailed analysis of Japan Pet Food Industry.

Animal Type - Pet Food Market has been covered from 3 viewpoints:

1. Dog Pet Food
2. Cat Pet Food
3. Others Pet Food

Dog Pet Food has been further sub-segmented from 3 viewpoints:

1. Dry Dog Food
2. Wet Dog Food
3. Others Dog Food

Cat Pet Food has been further sub-segmented from 3 viewpoints:

1. Dry Cat Food
2. Wet Cat Food
3. Others Cat Food

Distribution Channels - Dog Food Market has been further segmented from 3 viewpoints:

1. Store-based Retailing
2. Non-Store Retailing (Online)
3. Non-Retail Channels (Veterinary Clinics)

Distribution Channels - Cat Food Market has been further segmented from 3 viewpoints:

1. Store-based Retailing
2. Non-Store Retailing (Online)

3. Non-Retail Channels (Veterinary Clinics)

Company Insights:

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Company Covered:

1. Mars Incorporated
2. Nestle Purina Pet Food
3. Royal Canin
4. Hill's Pet Nutrition
5. Unicharm

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