

Pet Food Market in Japan 2022

<https://marketpublishers.com/r/P8CCB5B03961EN.html>

Date: November 2022

Pages: 22

Price: US\$ 750.00 (Single User License)

ID: P8CCB5B03961EN

Abstracts

Pet food is animal feed intended for consumption by pets. Typically sold in pet stores and supermarkets, it is usually specific to the type of animal, such as dog, cat, as well as bird food or fish. The pet food market in Japan is poised to grow by US\$ 0.8 billion from 2022 to 2028, registering a CAGR of 2.2% during the forecast period, according to StrategyHelix. Pets provide well-being benefits for people because humans imbue these animals with socially-supportive attributes, that in turn, psychologically translate into experiencing social support from them. Nowadays, the majority of dog and cat owners report that their pet is a family member just like anyone else. The humanization of pets is the main driver for the pet food market. With this increase in humanization, pets are being treated with more care and hygiene, which has increased consumer demand for high-quality pet food products.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for pet food. The Japan pet food market is segmented on the basis of product, pricing, and retail channel. By product, the pet food market in Japan has been segmented into cat food, dog food, others. Based upon pricing, the pet food market in Japan is categorized into economy pet food, premium pet food. According to the research, the economy pet food segment had the largest share in the pet food market in Japan. On the basis of retail channel, the pet food market in Japan has been segmented into e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others.

The dog food market is further segmented into dry dog food, mixers & treats, and wet dog food. The dry dog food segment is estimated to account for the largest share of the pet food market in Japan. Furthermore, the cat food market has been categorized into dry cat food, mixers & treats, and wet cat food. The dry cat food segment held the largest share of the Japan pet food market in 2021 and is anticipated to hold its share during the forecast period. The other pet food market is further divided into bird food,

fish food, and others.

The Japan pet food market is highly competitive. Top players covered in Japan Pet Food Market Study are Mars Incorporated, INABA PETFOOD Co. Ltd., Unicharm Corporation, Colgate-Palmolive Company, Nestle S.A., DoggyMan H.A. Co. Ltd., PETLINE Co. Ltd., Nippon Pet Food Co. Ltd., Maruha Nichiro Corporation, Marukan Co. Ltd., Yamahisa & Co. Ltd. Pet Supplies Div. (Petio), Iris Ohyama Co. Ltd., dbf inc., Kamihata Fish Industries Ltd., Yeaster Co Ltd. Competitive landscape gives a description of the competitive nature of the pet food market in Japan and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

Report Scope

Product: cat food, dog food, others

Pricing: economy pet food, premium pet food

Retail channel: e-commerce, pet specialty stores, supermarkets and hypermarkets, veterinary clinics, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Mars Incorporated, INABA PETFOOD Co. Ltd., Unicharm Corporation, Colgate-Palmolive Company, Nestle S.A., DoggyMan H.A. Co. Ltd., PETLINE Co. Ltd., Nippon Pet Food Co. Ltd., Maruha Nichiro Corporation, Marukan Co. Ltd., Yamahisa & Co. Ltd. Pet Supplies Div. (Petio), Iris Ohyama Co. Ltd., dbf inc., Kamihata Fish Industries Ltd., Yeaster Co Ltd

Key Benefits for Stakeholders

Get a comprehensive picture of the Japan pet food market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. PET FOOD MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRODUCT

Cat food
Dog food
Others

PART 4. MARKET BREAKDOWN BY PRICING

Economy pet food
Premium pet food

PART 5. MARKET BREAKDOWN BY RETAIL CHANNEL

E-commerce
Pet specialty stores
Supermarkets and hypermarkets
Veterinary clinics
Others

PART 6. KEY COMPANIES

Mars, Incorporated
INABA PETFOOD Co., Ltd.
Unicharm Corporation
Colgate-Palmolive Company
Nestle S.A.
DoggyMan H.A. Co., Ltd.
PETLINE Co., Ltd.

Nippon Pet Food Co., Ltd.
Maruha Nichiro Corporation
Marukan Co., Ltd.
Yamahisa & Co., Ltd. Pet Supplies Div. (Petio)
Iris Ohyama Co., Ltd.
dbf inc.
Kamihata Fish Industries Ltd.
Yeaster Co Ltd
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