

Pet Related Business in Japan: Key Research Findings 2016

◆ **Research Outline**

Yano Research Institute has conducted a study on the domestic pet related business with the following conditions:

1. Research period: From October 2016 to February 2017
2. Research targets: Manufacturers, wholesalers, retailers of pet foods and goods, and other organizations related to pet business
3. Research methodologies: Face-to-face interviews, survey via telephone/email, and literature research

What is the Pet Related Business Market?

Pets in this research indicate cats, dogs, and other live animals sold at pet shops. The pet related business market or pet business market consists mainly of pets themselves, pet foods and goods, and other related industries which include pet grooming services, medical services, insurances, hotels, and etc.

◆ **Key Findings**

■ **Pet Related Business Market Attained 1,472.0 Billion Yen, 101.5% on Y-o-Y Basis in FY2015, Projected to Achieve 1,488.9 billion Yen, 101.1% on Y-o-Y Basis for FY2016**

The overall pet related business market in FY2015 attained 1,472.0 billion yen, 101.5% of the size of the previous fiscal year, based on the retail price. Whereas the pet goods market kept the same level as the previous fiscal year, the pet food market increased slightly, driven by the favorable sales of cat foods. Among various services for pets, pet insurance services continued expanding.

Since similar trends are expected for FY2016, the pet related business market as a whole is projected to attain 1,488.9 billion yen, 101.1% of the size of the preceding fiscal year.

■ **Soft-Type Foods and Snacks Growing, Due to Aging Pets and Preference for Smaller Dogs**

The FY2015 pet food market rose to 102.8% of the size of the previous fiscal year to attain 473.5 billion yen, based on the retail price. While the cat food market continued expanding, the dog food market remained the same level as the previous fiscal year. The demand of soft-type pet foods has grown because of increase of aging pets and more owners preferring smaller dogs.

■ **As Demand to Keep/Manage Pet Health Expands, Market Players Enhanced Products**

With regard to pet foods, the demand of keeping/managing the health of pets by owners has made the products to be more diverse and subdivided. Among various pet goods, dental care products have continued being on the rise. The market of pet diapers has been growing, because of increasing use by aging pets and of more pet owners being considerate.

As shown by the expanding pet insurance market, the expenditure for managing the health of pets has been rising recently. The products and services aiming to keep and manage the health of pets are likely to be enhanced, responding to the demand of pet owners.

◆ **Report format:**

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Price: 110,000 yen (The consumption tax shall be additionally charged for the sales in Japan.)

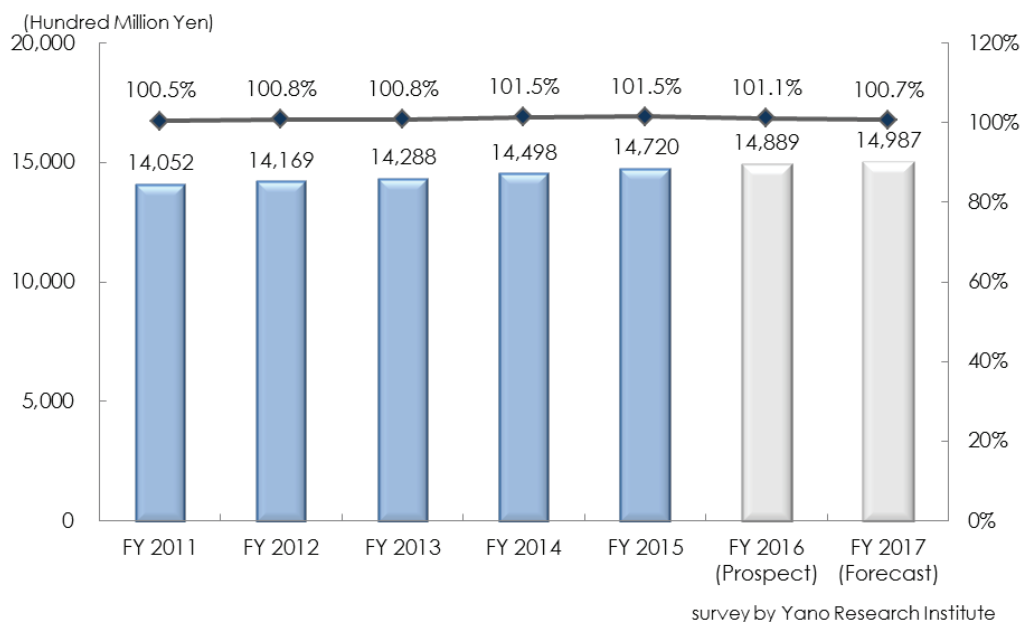
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■ **Figure 1: Transition and Forecast of Size of Overall Pet Related Business Market**



Notes:

1. The market size is based on retail values.
2. Some parts of market size have been retroactively revised. Therefore, the values may differ from what had already been released.