

Pet Business Market in Japan: Key Research Findings 2011

◆ **Research Outline**

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

1. Research period: From July to August, 2011
2. Research targets: Manufacturers, wholesalers, retailers, and other companies in pet food and goods business
3. Research methodologies: Face-to-face interviews, survey via email/telephone/FAX in combination with literature research

What is pet business market?

General pet business market in this research consists of pet food and goods markets, live animals market, and other pet-peripheral industries. The figures were calculated based on retail value. As for pet food, the market size has been retrospectively recalculated because the market had been re-categorized.

◆ **Key Findings**

■ **General pet-related market in fiscal 2010 showed little change from previous year at 1,379.4 billion yen in retail sale**

General pet business market in FY2010 remained almost the same level as previous year at 1,379.4 billion yen, growth rate of 100.1% in retail value. Prolonged slump in consumption and cutback in sales price for pet food and goods slowed down the pace of market growth that used to be steady until a year ago.

It has been said that pet owners tend to consume actively regardless of the stagnant economy because pets are regarded as their indispensable family. However, languishing stagnation of economy can prevent people from having pets both newly and additionally. Although entire pet business market may continue to grow the growth rate is predicted to be very small, now that the momentum has already been lost.

■ **Pet food market fell into negative from the previous year, with slowdown in sales of premium food**

Pet food market, which is the main item of the entire pet business market, plunged to 408.9 billion yen, 98.3 % of the previous year. Such fall stems from sales decrease in relatively-expensive premium food that used to contribute in market expansion, decline of pet food sales due to pets being smaller in size, and less number of pets caused by sluggish live animal business.

◆ **Report format:**

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Contacts: Public Relations

Yano Research Institute Ltd. (URL: <http://www.yanoresearch.com>)

Phone: +81-3-5371-6912

E-mail: press@yano.co.jp

◆ **Transition and outlook of pet business market**

