

## **Cat Food in Japan**

Market Direction | 2023-04-24 | 27 pages | Euromonitor

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### **Report description:**

Cat food in Japan is expected to continue to see a positive performance in retail current value terms in 2023, mainly due to unit price increases, led by inflation and ongoing premiumisation. In 2022, most manufacturers increased their prices by double digits due to rising energy, logistics and raw materials costs, and are expected to implement further rises in 2023, which will support overall current value growth in cat food. Despite inflation and increased pressure on consumers' budgets, thank...

Euromonitor International's Cat Food in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Cat Treats and Mixers, Dry Cat Food, Wet Cat Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cat Food market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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April 2023

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Cat treats and mixers expands further

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