

Other Pet Food in Japan

Market Direction | 2023-04-24 | 22 pages | Euromonitor

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Report description:

Other pet food in Japan is expected to continue to post positive performances in both retail current value and retail volume terms in 2023. However, the results differ across the category, with bird food and small mammal/reptile food set to maintain growth, whereas fish food is set to struggle. This is mainly due to the steep price increase for electricity in Japan, which has negatively impacted the performance of tropical fish food, as these pets require high consumption of electricity to heat...

Euromonitor International's Other Pet 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: Bird Food, Fish Food, Small Mammal/Reptile 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 Other Pet 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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OTHER PET FOOD IN JAPAN

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Electricity price rises negatively affect the performance of fish food

Small mammal/reptile food continues to be the most dynamic category

Kyorin Food Ind leads other pet food

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Potential for premiumisation, with a focus on health in other pet food over the forecast period

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