

Cat Food in Japan

Market Direction | 2024-04-25 | 25 pages | Euromonitor

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Report description:

The rise in the average unit price of cat food in Japan was notably higher in 2023 compared to the first quarter of 2024, resulting in stronger volume decline, while value sales have benefited. Some of the demand in economy dry cat food has been shifting to mid-priced options as the price gap between the two segments has shrunk, making the new price gap small enough for consumers to justify purchasing mid-priced dry cat food instead. Thus, demand for the latter continues to grow in Japan. Premiu...

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 2019-2023, 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 2028 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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