

Other Pet Food in Japan

Market Direction | 2024-04-25 | 21 pages | Euromonitor

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Report description:

Owning fish as pets has been popular for many years in Japan, but as with trends seen in dogs, the popularity is shifting to smaller breeds. Large-sized fish such as carp, usually kept in ponds in the garden, are falling out of favour, with fewer consumers choosing these types of fish. Instead, small fish breeds such as *Oryzias latipes*, also called Japanese killifish, which are easy to keep indoors, are becoming increasingly popular. Japanese killifish are deemed easier to care for and have a be...

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 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: 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.

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