



Euromonitor  
International

# Pet Products in Japan

May 2025

Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Pet toilet supplies continue to perform well  
ST Corp acquires Nyantomomo business from Kao Corp  
Retail e-commerce maintains its growth trend

### PROSPECTS AND OPPORTUNITIES

Cat litter set to drive growth as the cat population rises  
Pet products to be launched by players from other industries  
Expanding experiences for pet-friendly activities

### CATEGORY DATA

Table 1 - Sales of Pet Products by Category: Value 2020-2025  
Table 2 - Sales of Pet Products by Category: % Value Growth 2020-2025  
Table 3 - Sales of Pet Healthcare by Type: % Value 2020-2025  
Table 4 - Sales of Other Pet Products by Type: % Value 2020-2025  
Table 5 - NBO Company Shares of Pet Products: % Value 2020-2024  
Table 6 - LBN Brand Shares of Pet Products: % Value 2021-2024  
Table 7 - Distribution of Pet Products by Format: % Value 2020-2025  
Table 8 - Forecast Sales of Pet Products by Category: Value 2025-2030  
Table 9 - Forecast Sales of Pet Products by Category: % Value Growth 2025-2030

## Pet Care in Japan - Industry Overview

### EXECUTIVE SUMMARY

Pet care in 2025: The big picture  
2025 key trends  
Competitive landscape  
Retail developments  
What next for pet care?

### MARKET INDICATORS

Table 10 - Pet Populations 2020-2025

### MARKET DATA

Table 11 - Sales of Pet Food by Category: Volume 2020-2025  
Table 12 - Sales of Pet Care by Category: Value 2020-2025  
Table 13 - Sales of Pet Food by Category: % Volume Growth 2020-2025  
Table 14 - Sales of Pet Care by Category: % Value Growth 2020-2025  
Table 15 - NBO Company Shares of Pet Food: % Value 2020-2024  
Table 16 - LBN Brand Shares of Pet Food: % Value 2021-2024  
Table 17 - NBO Company Shares of Dog and Cat Food: % Value 2020-2024  
Table 18 - LBN Brand Shares of Dog and Cat Food: % Value 2021-2024  
Table 19 - Penetration of Private Label in Pet Care by Category: % Value 2020-2025  
Table 20 - Distribution of Pet Care by Format: % Value 2020-2025  
Table 21 - Distribution of Pet Care by Format and Category: % Value 2025  
Table 22 - Distribution of Dog and Cat Food by Format: % Value 2020-2025  
Table 23 - Distribution of Dog and Cat Food by Format and Category: % Value 2025  
Table 24 - Forecast Sales of Pet Food by Category: Volume 2025-2030  
Table 25 - Forecast Sales of Pet Care by Category: Value 2025-2030  
Table 26 - Forecast Sales of Pet Food by Category: % Volume Growth 2025-2030

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/pet-products-in-japan/report](https://www.euromonitor.com/pet-products-in-japan/report).