

# Market Summary

## Japan's pet market = 1.4 trillion yen in 2015

For the past few years, the Japan's pet market value has been stable at around 1.4 trillion yen. This market capitalisation is due to the population of dogs and cats in Japan reaching 9.9 million and 9.8 million respectively in 2015.

### 1. Popularity of smaller dogs

Small dogs have been gaining popularity in Japan. Dogs weighing 10kg or less accounted for 67.8% of Japan's total domestic dog population in 2015. From that figure, ultra-small dogs weighing 3kg or less totaled 13.40% and small dogs between 3kg and 5kg numbered 25.1%.

### 2. Advanced aging among pets

Dogs over 7 years old accounted for 56.8% Japan's total domestic dog population in 2015, while cats over 7 years old equaled 44.4%. The average life-span for dogs is 14.2 years while the average life-span for cats is 15.0 years. Due to wide availability of well-balanced pet foods as well as well-advanced pet medical care, pets are living longer lives.

### 3. Increase in indoor pets

Japan Pet Food Association survey showed that over 78.9% of dogs and over 82.0% of cats are kept indoors. Keeping pets indoors is now much common in Japan. Pets kept indoors are less likely to become sick and live longer. This trend is also a driving factor to a longer lifespan among pets.

### 4. Japanese Dog owners

Due to the preference of Japanese owners, the market needs for high quality products remains high.

[Source of reference: Japan Pet Food Association]

## Pet Market Size

(One hundred million yen)



■ Source: Yano Research Institute Ltd, 2016

## Pet Market Size in category

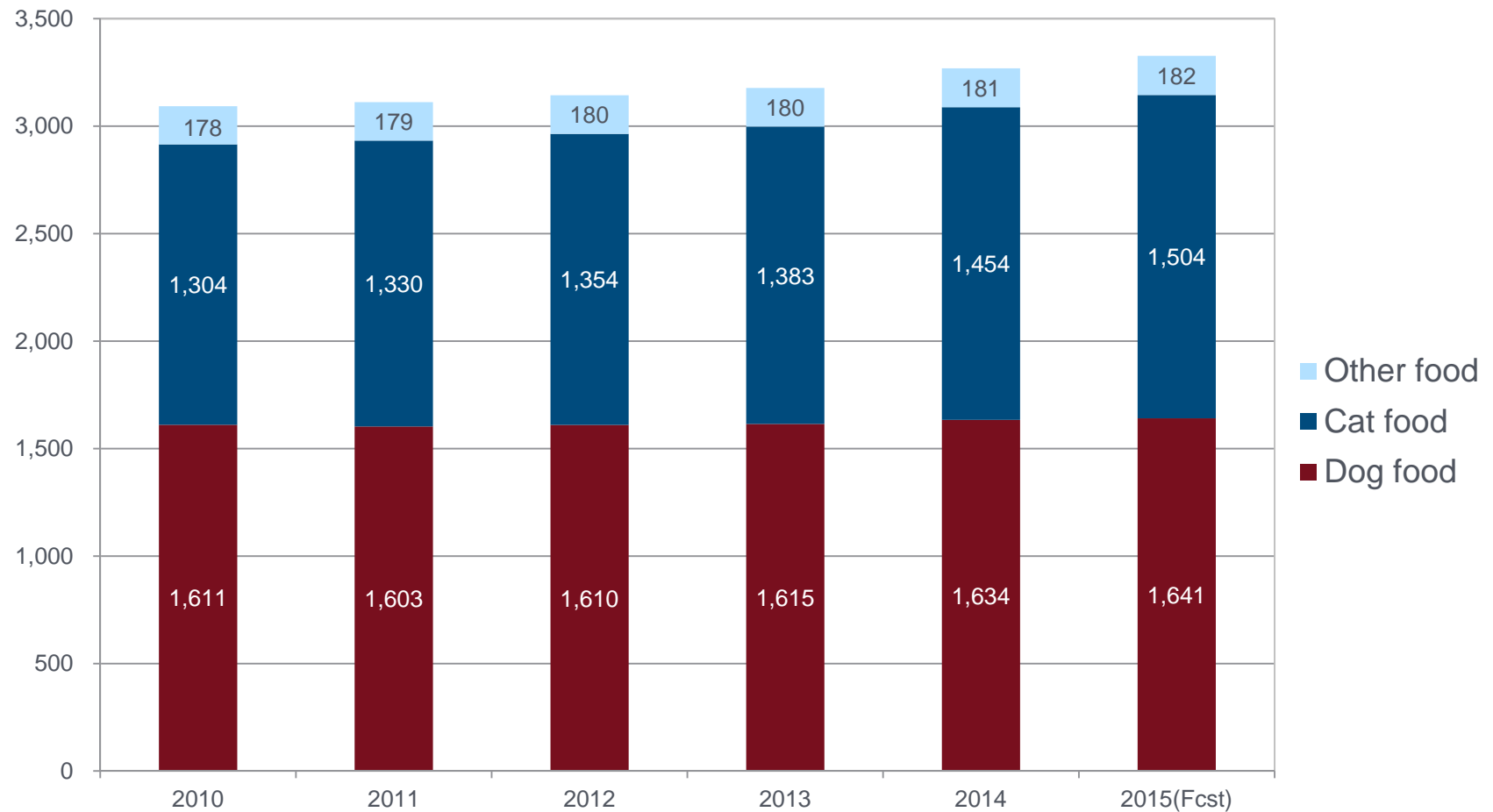
(One hundred million yen)

	2010	2011	2012	2013	2014	2015(Fcst)
Pet Food	4,356	4,383	4,428	4,476	4,604	4,686
Pet Care	2,470	2,485	2,492	2,498	2,506	2,514
commercial sales of animals+service	7,157	7,184	7,248	7,314	7,391	7,489
<b>Total</b>	<b>13,983</b>	<b>14,052</b>	<b>14,168</b>	<b>14,288</b>	<b>14,501</b>	<b>14,689</b>

■Source: Yano Research Institute Ltd, 2016

# Pet Food Market

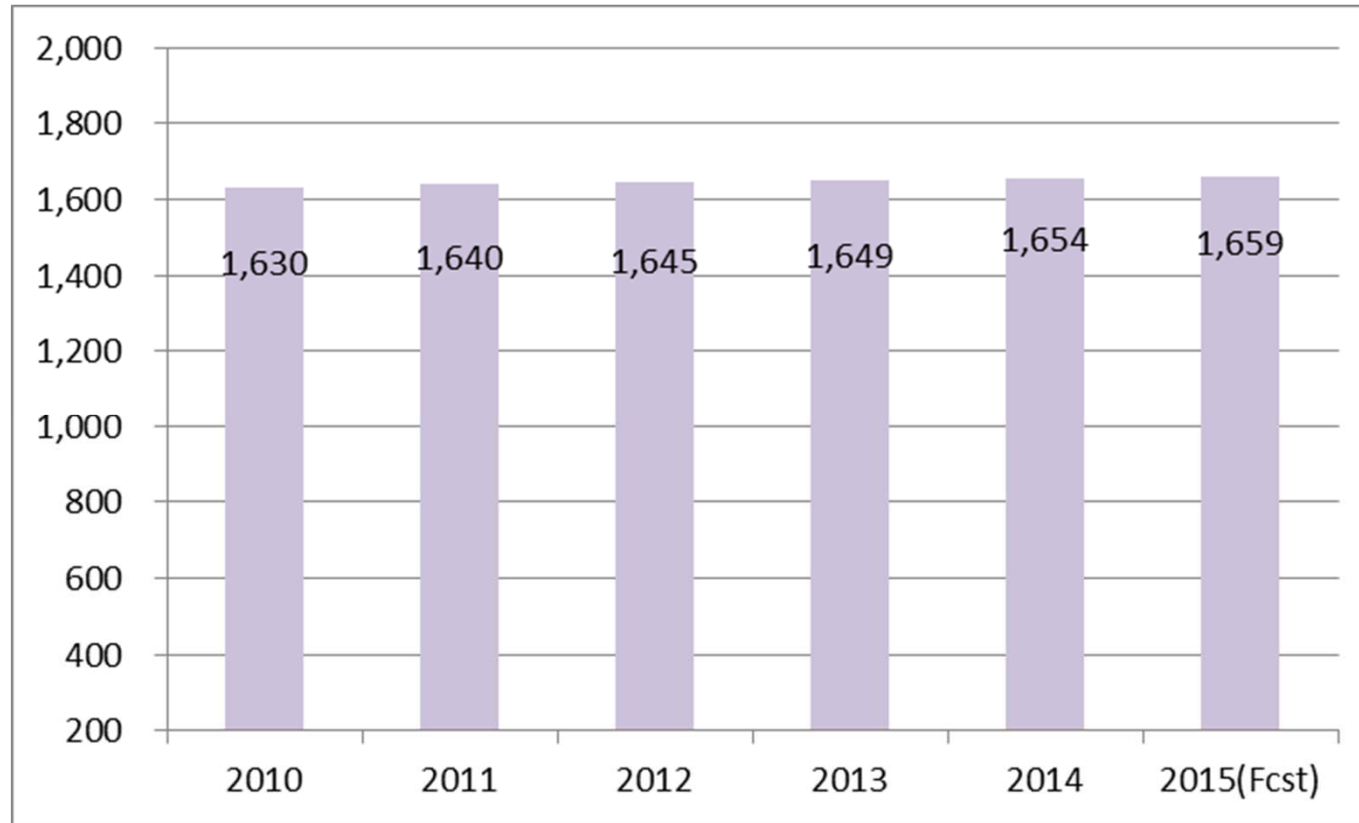
(One hundred million yen)



Source: Yano Research Institute Ltd, 2016

(One hundred million yen)

## Pet Care Market



	2010	2011	2012	2013	2014	2015(Fcst)
Pet Care	1,630	1,640	1,645	1,649	1,654	1,659

■Source: Yano Research Institute Ltd, 2016

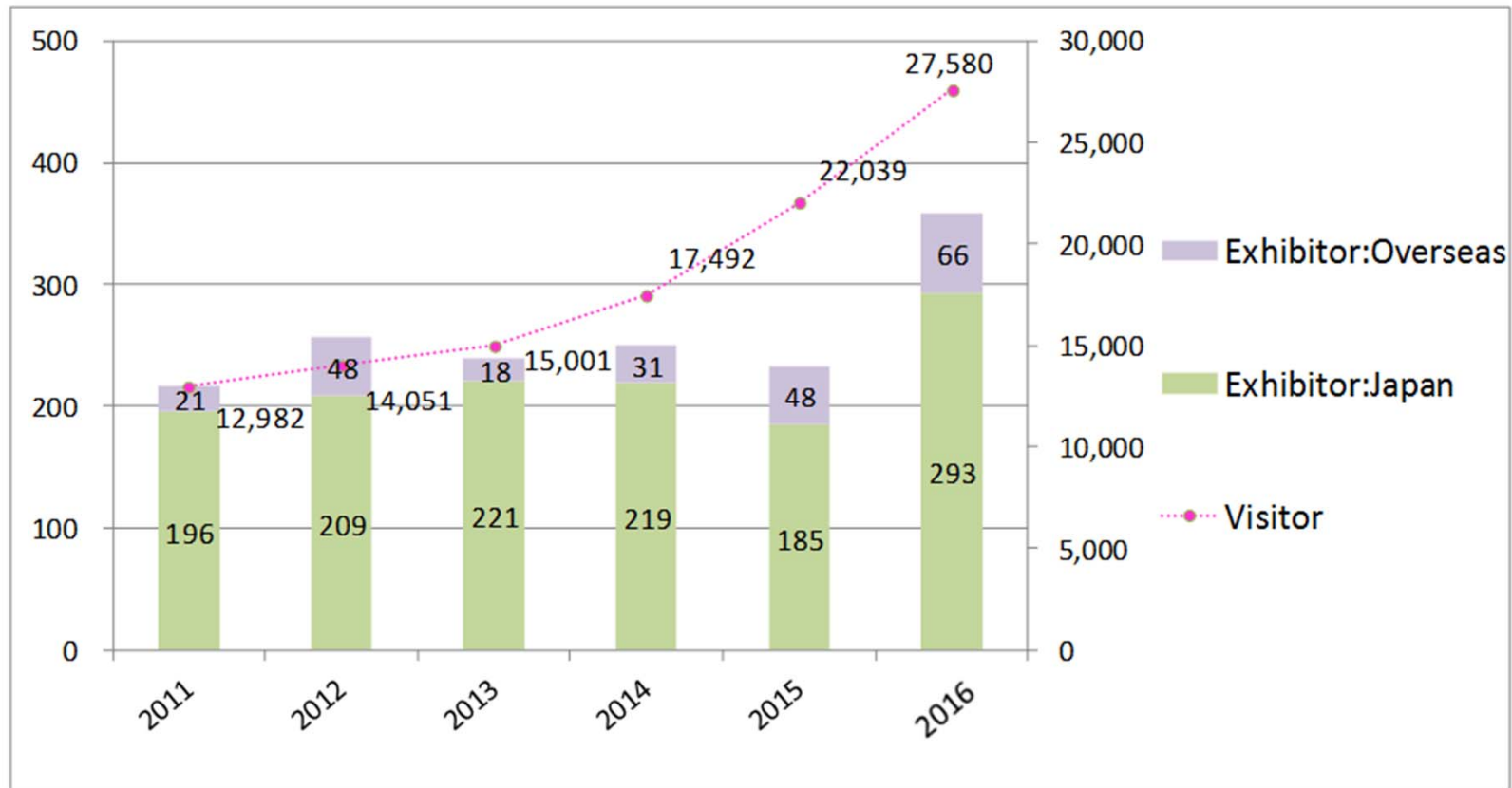
## Dogs and Cats Population

(One thousand)

	2009	2010	2011	2012	2013	2014	2015
Dogs	12,322	11,861	11,816	11,534	10,872	10,300	9,917
Cats	10,021	9,612	9,550	9,748	9,743	9,900	9,874
Total(Dogs&Cats)	22,343	21,473	21,366	21,282	20,615	20,200	19,791

■ Source: Japan Pet Food Association, Ministry of Internal Affairs and Communication

## About Interpets



As for the leading trade fair solely focusing on pets industry, we have made a significant growth since our debut. This, we believe, is the proof that we have been the effective way in pet market entries for overseas.