Tah	ale of Contents	
ıaı	sie di Contents	Page
List	of Tables and Figures	5
Executive Summary		7
1	Introduction	7
2	Market Characteristics	7
3	Market Segments	8
4	Supply	12
5	Competition	15
6	Distribution	16
7	Regulations and Tariffs	16
8	Opportunities for Canadian Exporters	16
9	Related Organizations	17
10	Canadian Contacts for Exporters to Japan	18
Liet	t of Tables and Figures	
	t of Tables and Figures	
Tabl	es	Page
1.	Types of Dogs	8
2.	Types of Cats	8
3.	Pet Food Market by Value — 1988	9
4.	Pet Food Shipments — 1988	9.
5.	Dog Food Shipments — 1988	9
6.	Samples of Dog Food Products — 1989	10
7.	Cat Food Shipments — 1988	11
8.	Samples of Cat Food Products — 1989	11
9.	Other Pet Food Products — 1989	12
10.	Japanese Pet Food Supply	13
11.	Pet Food Imports by Country — 1989	14
12.	Estimated Advertising Expenditure — 1988	15

## Figures

1.	Market Size Projections	8	}