

For cats, new product trends are essentially the same as for dog food, since many brands cover both types of food. As with dog food, advertising and publicity is focussed on health, a balanced diet and nutrition for pets.

Other Pet Food Sectors

The last thorough survey on pet numbers was carried out in 1985 by Fuji Keizai, a Tokyo research firm. In the small animal category, in approximate order of popularity, monkeys, rabbits, guinea pigs, hamsters, and squirrels are preferred. As for birds, owners choose parakeets, Bengalees, canaries, Java sparrows, parrots, and myna birds. For fish, freshwater (goldfish, coloured carp, Prussian carp) are more popular than tropical (angel, guppy, neon tetra).

Other pet foods cover fish food (43 per cent) of the market, birdseed (37 per cent) and small animal food. These sales have been in steady decline for some time, although in 1988 fish food sales grew by 11 per cent and birdseed by 5 per cent. Further breakdown into imports and domestic production, or types, is not available for this category. Some sample products are shown in Table 9.

4 Supply

Imports

Imports now account for 36 per cent of the market, and are growing twice as fast as local production. Over the last five years, the pet food market as a whole has been growing at about 20 per cent per year, but imports have averaged 42 per cent. In 1988, imports surged by 95 per cent, with dry dog food being imported in large quantities for the first time.

Table 9

Other Pet Food Products — 1989

Type	Brand	Manufacturer	Retail Price (¥)	Weight	¥/kg
Bird Food:					
Bag	Cal-C	Cal-C	240	500	480
Bag	Bird Food	NA	288	500	576
Fish Food:					
Box	Angel	Japan Pet Food	145	70	2 000
Box	Universal	Kinuta International	1 240	100	12 400