

Table 7

Cat Food Shipments — 1988

Type	Domestic	Imported	Total (Tons)	Growth over 1987 (%)
Dry	26 500	28 200	54 700	51.7
Soft Dry	100	0	100	—
Semi-moist	0	0	0	—
Wet	14 900	29 400	44 300	22.6
Other	100	0	100	—
Overall	41 600	57 600	99 200	36.6

Table 8 lists sample cat food items. The most popular can size is between 150 and 200 g with the 85 to 100 g single-serving, zip-top cans becoming popular over the past two years. Note that the scientific brands are twice the price than normal wet food.

Table 8

Samples of Cat Food Products — 1989

Type	Brand	Manufacturer	Retail Price (¥)	Weight (kg)	¥/kg
Dry Box	Friskies	Frisky	300	500	600
Dry Box	Gaines Catty	AGF	580	600	967
Dry Box	Brekkies	Master Foods	510	500	1 020
Dry Bag	Brekkies	Master Foods	1 260	1 500	840
Dry Bag	Technical	Martin	1 000	1 000	1 000
Dry Bag	Technical	Martin	3 600	4 000	900
Soft Box	Lovely	Nisshin	520	600	867
Soft Box	Lovely	Nisshin	1 080	1 800	600
Soft Box	Cat Chow	Purina Taiyo	600	500	833
Wet Can	Kal Kan	Master Foods	138	210	657
Wet Can	Lovely	Nisshin	128	190	673
Wet Can	9-Lives	Heinz	118	170	694
Wet Can	Purina	Purina Taiyo	125	185	676
Wet Can	Mimy	Japan Pet Food	108	170	635
Wet Can	Science Diet	Hills-Colgate	220	156	1 410
Wet Can	Mon Petite	Frisky	100	84	1 190