

# Market Research: ARK

## Last Updated: 19<sup>th</sup> January 2020

### Author:

Hiro Mejia

### Demographics

- According to a 2019 survey by Japan's Pet Food Association, out of 56,996,500 household owners across Japan, 12.55% (or 7,152,000 household owners) own a dog, and 9.69% (or 5,524,000 household owners) own a cat. The total number of dogs are at 8,797,000, and cats at 9,778,000 - summing up to 18,575,000 number of dogs and cats.

[1]

	世帯数 (単位：千)	飼育世帯率	飼育世帯数 (単位：千)	平均飼育頭数	飼育頭数 (単位：千)
<犬>	56,996.5	12.55%	7,152	1.23	8,797
<猫>	56,996.5	9.69%	5,524	1.77	9,778

- Grouping the pet owners by age, for dog owners, 13.9% are in their 20's, 11.3% are in their 30's, 12.3% are in their 40's, 14.2% are in their 50's, 13.2% are in their 60's, 10.4% are in their 70's. For cat owners, 9.4% are in their 20's, 9.5% are in their 30's, 10.1% are in their 40's, 10.9% are in their 50's, 10.2% are in their 60's, and 7.9% are in their 70's.

( )は2015年比

	犬	猫
全体	12.5% (▲1.6%)	9.7% (○0.1%)
20代	13.9% (▲0.2%)	9.4% (○0.2%)
30代	11.3% (▲0.9%)	9.5% (○0.6%)
40代	12.3% (▲0.6%)	10.1% (○0.3%)
50代	14.2% (▲3.3%)	10.9% (▲0.6%)
60代	13.2% (▲2.4%)	10.2% (▲0.7%)
70代	10.4% (▲0.3%)	7.9% (○0.9%)

- For the household owners who don't own a pet, 20.5% answered that they are thinking of getting a dog, and 15.5% answered that they are thinking of getting a cat. From those who answered that they are thinking of getting a dog, the age group breakdown are as follows: 24.3%(20's), 21.1%(30's), 20.7%(40's), 21.6%(50's), 19.9%(60's), 16.4%(70's). And for

those thinking of getting a cat, age group breakdown are as follows: 18.6%(20's), 16.7%(30's), 16.5%(40's), 16.9%(50's), 14.1%(60's), 10.6%(70's)

( )は2015年比

	犬	猫
全体	20.5% (▲2.7%)	15.5% (▲0.5%)
20代	24.3% (▲3.0%)	18.6% (▲1.7%)
30代	21.1% (▲2.4%)	16.7% (▲0.4%)
40代	20.7% (▲2.5%)	16.5% (▲0.8%)
50代	21.6% (▲5.1%)	16.9% (▲1.3%)
60代	19.9% (▲3.0%)	14.1% (○0.1%)
70代	16.4% (○0.6%)	10.6% (○1.0%)

## Pet Adoption/Purchasing Reasons

- From the same survey above, when pet owners are asked what their reasons for getting a pet are, the top 3 answers are:
  - From dog owners:
    - Helps me de-stress and brings comfort (35.9%)
    - I had an experience with pets before and want to have one again (29.2%)
    - I thought it would help with the communication between family (or partners) (16.8%)
  - From cat owners:
    - Helps me de-stress and brings comfort (31.8%)
    - I had an experience with pets before and want to have one again (29.2%)
    - I want to enhance my lifestyle (11.5%)

### 飼育理由\_犬 (P. 32)

- |                              |       |
|------------------------------|-------|
| 1. 生活に癒し・安らぎが欲しかったから         | 35.9% |
| 2. 過去に飼育経験があり、また飼いたくなったから    | 29.2% |
| 3. 家族や夫婦のコミュニケーションに役立つと思ったから | 16.8% |

### 飼育理由\_猫 (P. 53)

- |                           |       |
|---------------------------|-------|
| 1. 生活に癒し・安らぎが欲しかったから      | 31.8% |
| 2. 過去に飼育経験があり、また飼いたくなったから | 29.2% |
| 3. 生活を充実させたいから            | 11.5% |

## Reasons for not Adopting/Purchasing Pets

- From the same survey above, when non-owners are asked what their reasons for not getting a pet are, the top 5 answers are:
  - For dogs
    - It's difficult when I'm traveling or out of the house for a long time (25.4%)
    - It's hard to leave them (23.6%)
    - They are banned from my building (23%)
    - They are expensive (22.9%)
    - It's sad when they die (21.9%)
  - For cats
    - They are banned from my building (32.7%)
    - It's difficult when I'm traveling or out of the house for a long time (22.1%)
    - They are expensive (20%)
    - It's hard to leave them (18.8%)
    - I can't take care of them (17.4%)

### 阻害要因 非飼育者&飼育意向あり\_\_犬 (P. 87)

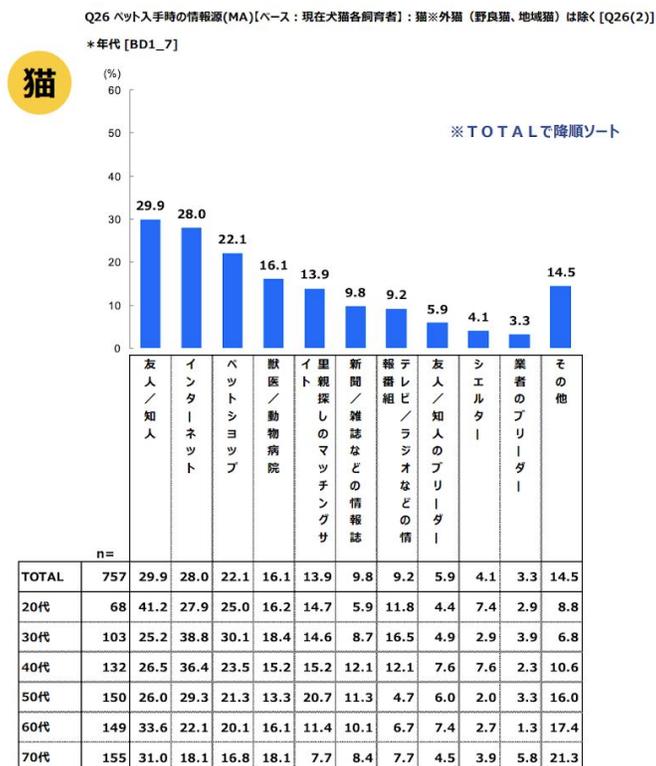
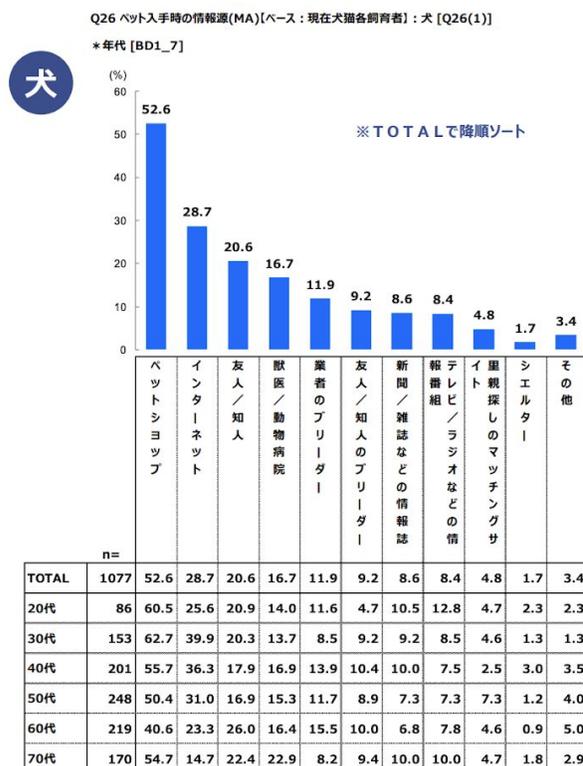
1. 旅行など長期の外出がしづらくなる	25.4%
2. 別れが辛い	23.6%
3. 集合住宅に住んでいて禁止されている	23.0%
4. お金がかかる	22.9%
5. 死ぬとかわいそう	21.9%

### 阻害要因 非飼育者&飼育意向あり\_\_猫 (P. 88)

1. 集合住宅に住んでいて禁止されている	32.7%
2. 旅行など長期の外出がしづらくなる	22.1%
3. お金がかかる	20.0%
4. 別れが辛い	18.8%
5. 十分に世話ができない	17.4%

## Channels for Getting Information for Adopting/Purchasing pets

- When asked about the channels of getting information about adopting/purchasing pets,
  - For dogs, the top 3 channels were
    - Pet shop (52.6%)
    - Internet (28.7%)
    - From a friend/acquaintance (16.7%)
    - Only 1.7% of respondents answered that they would get dogs from animal shelters
  - For cats the top 3 channels were:
    - From a friend/acquaintance (29.9%)
    - Internet (28.0%)
    - Pet shop (22.1%)
    - Only 4.1% of the respondents answered that they would get cats from shelters.



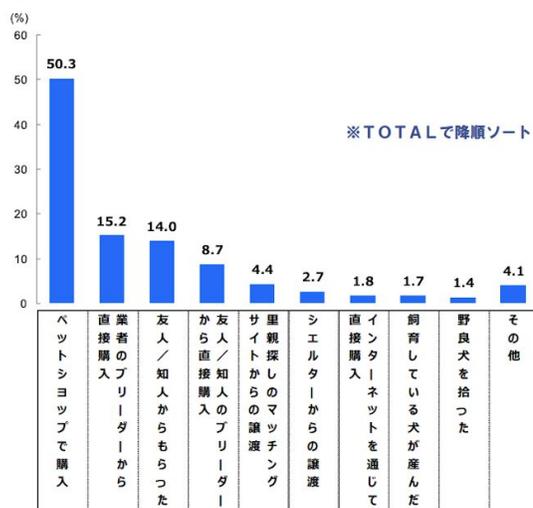
## Channels for Adopting/Purchasing Pets

- When asked about the channels of adopting/purchasing pets,
  - For dogs, the top 3 channels were
    - Bought from a pet shop (50.3%)
    - Bought directly from breeders (15.2%)
    - From a friend/acquaintance (14.0%)
    - 2.7% of respondents answered that they adopted dog(s) from animal shelters
  - For cats the top 3 channels were:
    - Adopted a stray cat (32.8%)
    - Received from a friend (26.7%)
    - Bought from a pet shop (14.1%)
    - 3.6% of the respondents answered that they adopted cat(s) from animal shelters

Q27 ペットの入手先(MA)[ベース：現在犬猫各飼育者]：犬 [Q27(1)]

\*年代 [BD1\_7]

犬

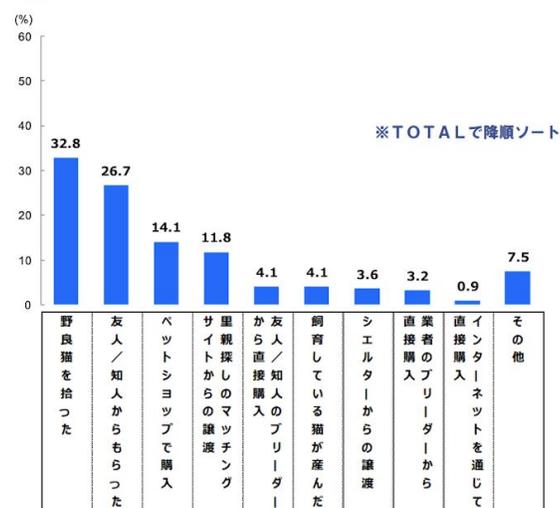


	n=	ペットショップで購入	業者のブリーダーから	友人/知人からもらった	から直接購入	友人/知人のブリーダー	サイトからのマッチング	シェルターからの譲渡	インターネットを通じて	飼育している犬が産んだ	野良犬を拾った	その他
TOTAL	1077	50.3	15.2	14.0	8.7	4.4	2.7	1.8	1.7	1.4	1.4	4.1
20代	86	59.3	14.0	11.6	2.3	2.3	2.3	5.8	1.2	0.0	4.7	
30代	153	56.2	11.1	14.4	7.2	4.6	2.6	2.0	2.0	0.0	2.0	
40代	201	54.7	16.4	10.9	8.5	3.5	4.5	2.0	1.0	2.5	2.0	
50代	248	50.8	15.3	11.7	9.7	5.2	2.4	1.6	2.0	2.0	5.2	
60代	219	38.8	17.8	17.4	10.5	5.5	3.2	0.9	2.7	1.4	5.5	
70代	170	49.4	14.7	17.6	10.0	3.5	0.6	0.6	0.6	1.2	4.7	

Q27 ペットの入手先(MA)[ベース：現在犬猫各飼育者]：猫※外猫（野良猫、地域猫）は除く [Q27(2)]

\*年代 [BD1\_7]

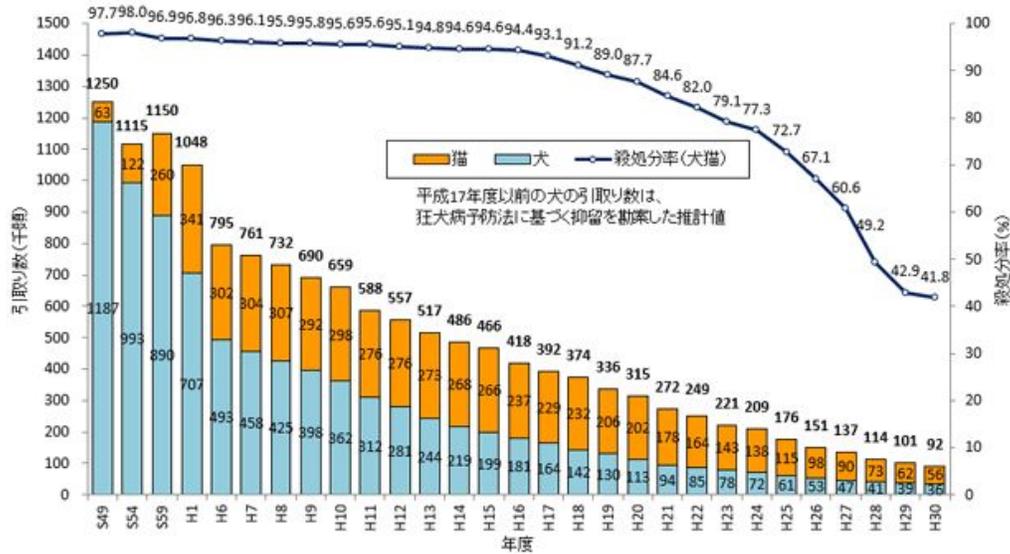
猫



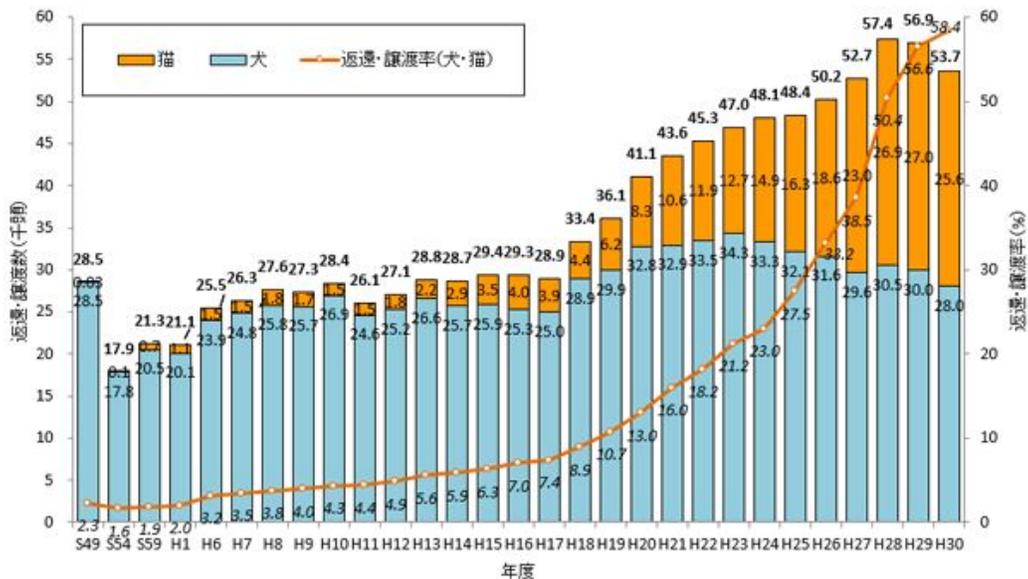
	n=	野良猫を拾った	友人/知人からもらった	ペットショップで購入	サイトからのマッチング	から直接購入	友人/知人のブリーダー	飼育している猫が産んだ	シェルターからの譲渡	業者のブリーダーから	直接購入	インターネットを通じて	その他
TOTAL	757	32.8	26.7	14.1	11.8	4.1	4.1	3.6	3.2	3.2	0.9	0.9	7.5
20代	68	41.2	29.4	19.1	5.9	4.4	5.9	2.9	2.9	2.9	0.0	1.5	
30代	103	29.1	24.3	21.4	12.6	3.9	3.9	1.9	3.9	1.0	5.8		
40代	132	29.5	24.2	15.9	15.2	2.3	2.3	6.1	1.5	2.3	9.1		
50代	150	35.3	27.3	13.3	18.0	4.0	1.3	2.0	2.7	0.7	5.3		
60代	149	30.9	26.8	11.4	9.4	6.0	5.4	4.7	3.4	1.3	9.4		
70代	155	33.5	28.4	9.0	7.1	3.9	6.5	3.2	4.5	0.0	10.3		

## Dogs/Cats Rate of Adoption/Euthanization

- Over the past 30 years, the rate of adoption in Japan has gone down, but the rate of euthanization has also gone down. [2]



- This is because of the enforcement of Welfare and Management of Animals Act in Japan [3]. This law enforces strict management and breeding practices of animals, and when deemed necessary, pets should be returned to animal shelters or respective associations to take custody of the animals.



## References

1. <https://petfood.or.jp/topics/img/191223.pdf>
2. [https://www.env.go.jp/nature/dobutsu/aigo/2\\_data/statistics/dog-cat.html](https://www.env.go.jp/nature/dobutsu/aigo/2_data/statistics/dog-cat.html)
3. <http://www.japaneselawtranslation.go.jp/law/detail/?id=61&vm=04&re=02>