



ADVOCACY WORKING GROUP
MARKET STUDIES PROJECT

MARKET STUDIES INFORMATION STORE

SECTOR:

LEISURE

UPDATED: DECEMBER 2015

Information Store

Leisure

Jurisdiction:	Japan											
Market:	Pet trade (dog & cat)	Range of Possible Outcomes										
End Date:	June 2008	Competition Enforcement	Consumer Enforcement	Consumer Education	Business Education	Voluntary Business Compliance	Voluntary Business Action	Recommendations to Government for Changes in the Law	Recommendations to Government to Change Market Structure	Recommendations for Changes to Government Policy	Referral to Third Parties	No Problems Found
Duration:	8 months											
Source of idea for study:	External complaints and internal competition concern											
Outcome (tick relevant columns):												
Reason for study (what were the problems)?	<p>Pets differ in various breeds, sale prices, appearance, age and other details. However, consumers have little experience in buying pets and there is a large gap in knowledge between consumers and retailers. It had been pointed out that consumers purchased pets without sufficiently understanding details which need to be checked before purchase.</p>											
Link to report:	<p>(Press release and full report in Japanese) http://www.jftc.go.jp/houdou/pressrelease/cyosa/cyosa-hyoji/h20/08062305.html (Press release and summary report in English) http://www.jftc.go.jp/en/pressreleases/yearly-2008/jun/individual_000098.html</p>											