

Subscriptions can be ordered through our website:

<http://www.jef.or.jp/journal/index.html>

You can order annual subscriptions and purchase back issues from our website. We will give you a password that will enable you to access back numbers dating back to 1995. You can order from anywhere in the world and we accept payment by all major credit cards.

**Subscription:**

**One Year** (6 issues) **¥ 6,000**

**Single Copy** **¥ 1,200**

(postage included)

\* Consumption tax is also included when ordered from Japan

Residents of Japan can also order by FAX or E-mail.

Payment is only available by bank transfer, and we will bill you later.

(Please let us know your name, address, the starting issue number & the subscription period and the number of copies you wish to purchase)

**Japan Economic Foundation**

**JAPAN SPOTLIGHT**  
 Editorial Section

11th fl. Jiji Press Bldg.

5-15-8 Ginza, Chuo-ku Tokyo 104-0061 JAPAN

Fax: 03-5565-4828

E-mail: [subscribe@jef.or.jp](mailto:subscribe@jef.or.jp)

JAPAN SPOTLIGHT SALES AGENT: **Maruzen Co., Ltd**

**Overseas Subscription:**

**One Year** (6 issues) **US \$ 65**

**Single Copy** **US \$ 11**

(postage included)

**Maruzen Co., Ltd**  
 International Division

P.O. Box 5050

Tokyo International 100-3191 Japan

Tel: 81-3-3273-3234

Fax: 81-3-3273-1044

E-mail: [export@maruzen.co.jp](mailto:export@maruzen.co.jp)

**Domestic Subscription:**

**One Year** (6 issues) **¥ 6,000**

**Single Copy** **¥ 1,200**

(postage and tax included)

Available at Maruzen Internet Shopping:  
<http://www.maruzen.co.jp>

Or contact Maruzen Co. Ltd

Booknet Service Center Washobu Group

Tel: 03 - 3273 - 1042 Fax: 03 - 3273 - 1043

E-mail: [wazasshi@maruzen.co.jp](mailto:wazasshi@maruzen.co.jp)

**SPOTLIGHT**

# Pet Boom

One thing that continues to increase amid Japan's diminishing birthrate and aging population is the number of pets. In 2005, the number of dogs and cats increased by 1.072 million,\* a figure greater than the 1.067 million human births.\*\*

The market for pet-related goods was worth more than ¥1 trillion in 2004.

Shops selling pet goods and supplies are opening everywhere, and people taking their pets to such places at the weekend are a common sight these days. Japan has yet to go as far as permitting people to take their pets into normal shops, but such services as pet spas, pet aromatherapy, pet-friendly hotels where owners can stay with their pets, pet-friendly airlines, which support travel with pets, and even pet funeral directories are appearing one after another. The list does not stop there either. There is a large range of goods to help people to look after their precious "family member": birthday cakes and *o-sechi* New Year's special dishes for pets, designer clothes, goods for nursing elderly pets, and apartments and houses specially designed for living with pets. Japan is indeed a pet paradise. **J.S**

\* Survey carried out by the Pet Food Manufacturers Association, Japan, which is made up of 63 domestic manufacturers and retailers of pet food.

\*\* Preliminary report of vital statistics (Ministry of Health, Labour and Welfare)

