

India Pet Care Products Market Report and Forecast 2023-2028

Market Report | 2023-03-15 | 180 pages | EMR Inc.

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Report description:

India Pet Care Products Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the India pet care products market is aided by the India pet grooming products market which attained a value of INR 395 crore in 2022. Aided by the rapid urbanisation, increasing pet ownership, and rising pet humanisation trend in the country, the India pet grooming products market is projected to further grow at a CAGR of 8.9% between 2023 and 2028 to reach a value of INR 657.86 crore by 2028.

Pet care products encompass a wide range of items, including pet food, pet grooming products, accessories, toys, and healthcare products. These products are specifically designed to cater to the needs of pets, ensuring their health, hygiene, and overall well-being.

The rapid urbanisation and rising disposable income in India have led to an increase in pet ownership, driving the India pet care products market growth. There is a growing demand for products that cater to the diverse needs of these animals, ranging from nutrition and grooming to healthcare and entertainment. This has resulted in a surge in demand for various pet care products, including premium and specialised products.

The rising pet humanisation trend is another key factor propelling the India pet care products market expansion. With pet owners treating their pets as family members, they are increasingly seeking high-quality, innovative, and sustainable products that cater to their pets' specific needs. This has led to the introduction of various premium and specialised pet care products, including organic pet food, therapeutic grooming products, and smart pet accessories.

The increasing awareness of pet health and well-being has also resulted in a growing focus on preventive healthcare for pets, increasing the India pet care products market demand. This has led to an increased demand for healthcare products, such as supplements, flea and tick control products, and dental care products, which help maintain the overall health of pets and prevent various diseases and infections.

The online sector has emerged as a significant distribution channel for pet care products in India, providing consumers with a wide range of products, convenience, and competitive pricing. With the growing internet penetration and the increasing adoption of smartphones, more consumers are turning to online platforms to purchase pet care products, driving the growth of the online segment in the India pet care products market.

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Market Segmentation

The market can be divided based on pet population, pet food, pet grooming products, pet nutraceuticals, and region.

Market Breakup by Pet Population

- Pet Type

- o Dog

- o Cat

Market Breakup by Pet Food

- Food Type

- o Dry Food

- o Wet Food

- o Pet Treat

- Pet Type

- o Dog Food

- o Cat Food

- Price Category

- o Economy Range

- o Mid-Range

- o Premium Range

- Distribution Channel

- o Supermarket and Hypermarket

- o Pet Stores

- o Veterinary Clinic and Pet Medical Shops

- o Online Retailers

- o Others

Market Breakup by Pet Grooming Products

- Product Type

- o Shampoo

- o Soap

- o Oil

- o Powder

- o Lotion

- o Pet Wipe

- o Deodoriser

- o Other

- Shampoo Type

- o Medicated Shampoos

- Anti-Fungal and Bacterial Shampoo

- Anti-Tick and Flea Shampoo

- Anti-Dandruff Shampoo

- o General Use Shampoos

- o Dry Shampoos

- Distribution Channel

- o Supermarket and Hypermarket

- o Pet Stores

- o Veterinary Clinic and Pet Medical Shops

- o Online Retailers

- o Others

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Market Breakup by Pet Nutraceuticals

- Distribution Channel
- o□ Pet Stores
- o□ Veterinary Clinic and Pet Medical Shops
- o□ Online Retailers
- o□ Others

Market Breakup by Region

- North India
- South India
- West India
- East India

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the India pet care products companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Mars Incorporated
- Purina
- Terrai Natural Products
- Glenand Group
- Petacom
- Petkin inc
- Wahl Clipper Corporation
- Orange Pet Nutrition Pvt Ltd
- Petbuddy Products Pvt Ltd.
- Others

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