

## **Dog Food in India**

Market Direction | 2023-07-06 | 26 pages | Euromonitor

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### **Report description:**

In India, the percentage of households owning a dog is 8%, which is much lower compared with other countries, such as China and US, in which 17% and 44% of households own a dog. Even amongst households which have a dog as a pet, the percentage that feed prepared food remains very low in India, because most pet owners have limited knowledge about the nutritional needs of these pets. To overcome these challenges, leading brands are focusing on conveying the importance and the nutritional benefits...

Euromonitor International's Dog Food in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Dog Treats and Mixers, Dry Dog Food, Wet Dog Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Dog Food market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Companies take a digital route to increase consumer awareness and drive sales

Product innovation and widening the product range serve well for major players

Increased demand for pet engagement and bonding drives sales of dog treats

#### PROSPECTS AND OPPORTUNITIES

Legislation regarding mandatory registration set to both aid and hamper growth

Focusing on local production will help companies overcome supply chain challenges

Educating customers about dogs' diet in tier-2 and tier-3 cities set to fuel growth

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