

## Pet Care in India

Market Direction | 2023-07-06 | 49 pages | Euromonitor

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### **Report description:**

In 2023, pet care in India is expected to display strong current value growth, driven by increasing pet humanisation and greater accessibility to pet food and pet products. Rising awareness and knowledge of the importance of good nutrition for pets is also set to propel the growth of prepared dog and cat food. In addition, there is a conscious shift in terms of consumers with higher disposable incomes spending on premium products with high-quality, nutritious ingredients, as pets are becoming an...

Euromonitor International's Pet Care 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: Pet Food, Pet Products.

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

### Why buy this report?

- \* Get a detailed picture of the Pet Care 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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