

## **Pet Care in India**

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

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Pet Care in India  
Euromonitor International  
July 2023

### List Of Contents And Tables

#### PET CARE IN INDIA

##### EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

##### MARKET INDICATORS

Table 1 Pet Populations 2018-2023

##### MARKET DATA

Table 2 Sales of Pet Food by Category: Volume 2018-2023

Table 3 Sales of Pet Care by Category: Value 2018-2023

Table 4 Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 5 Sales of Pet Care by Category: % Value Growth 2018-2023

Table 6 NBO Company Shares of Pet Food: % Value 2018-2022

Table 7 LBN Brand Shares of Pet Food: % Value 2019-2022

Table 8 NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 9 LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 10 □ Penetration of Private Label in Pet Care by Category: % Value 2018-2023

Table 11 □ Distribution of Pet Care by Format: % Value 2018-2023

Table 12 □ Distribution of Pet Care by Format and Category: % Value 2023

Table 13 □ Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 14 □ Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 15 □ Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 16 □ Forecast Sales of Pet Care by Category: Value 2023-2028

Table 17 □ Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 18 □ Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

##### DOG FOOD IN INDIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## CATEGORY INDICATORS

Table 19 Dog Owning Households: % Analysis 2018-2023

Table 20 Dog Population 2018-2023

Table 21 Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

## CATEGORY DATA

Summary 2 Dog Food by Price Band 2023

Table 22 Sales of Dog Food by Category: Volume 2018-2023

Table 23 Sales of Dog Food by Category: Value 2018-2023

Table 24 Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 25 Sales of Dog Food by Category: % Value Growth 2018-2023

Table 26 Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 27 Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 28 □NBO Company Shares of Dog Food: % Value 2018-2022

Table 29 □LBN Brand Shares of Dog Food: % Value 2019-2022

Table 30 □LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 31 □Distribution of Dog Food by Format: % Value 2018-2023

Table 32 □Forecast Sales of Dog Food by Category: Volume 2023-2028

Table 33 □Forecast Sales of Dog Food by Category: Value 2023-2028

Table 34 □Forecast Sales of Dog Food by Category: % Volume Growth 2023-2028

Table 35 □Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

## CAT FOOD IN INDIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Influx of OTT shows and social media campaigns debunk stereotype of cats

Mars paves the way for the growth of premium wet cat food

Launches by Nestle India in cat food intensify the competition

### PROSPECTS AND OPPORTUNITIES

Diversifying product portfolios will drive growth for cat food

Digital campaigns and guidance from major brands set to drive growth of cat food

Brands will partner with veterinarians to help them onboard first time cat owners

## CATEGORY INDICATORS

Table 36 Cat Owning Households: % Analysis 2018-2023

Table 37 Cat Population 2018-2023

Table 38 Consumption of Cat Food by Prepared vs Non-prepared: % Analysis 2018-2023

## CATEGORY DATA

Summary 3 Cat Food by Price Band 2023

Table 39 Sales of Cat Food by Category: Volume 2018-2023

Table 40 Sales of Cat Food by Category: Value 2018-2023

Table 41 Sales of Cat Food by Category: % Volume Growth 2018-2023

Table 42 Sales of Cat Food by Category: % Value Growth 2018-2023

Table 43 Sales of Dry Cat Food by Life-Cycle: % Value 2018-2023

Table 44 Sales of Wet Cat Food by Life-Cycle: % Value 2018-2023

Table 45 □NBO Company Shares of Cat Food: % Value 2018-2022

Table 46 □LBN Brand Shares of Cat Food: % Value 2019-2022

Table 47 □Distribution of Cat Food by Format: % Value 2018-2023

Table 48 □Forecast Sales of Cat Food by Category: Volume 2023-2028

Table 49 □Forecast Sales of Cat Food by Category: Value 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 50 □Forecast Sales of Cat Food by Category: % Volume Growth 2023-2028

Table 51 □Forecast Sales of Cat Food by Category: % Value Growth 2023-2028

## OTHER PET FOOD IN INDIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fish food maintains its dominant share in other pet food

The competitive landscape remains highly fragmented, with many local players

### PROSPECTS AND OPPORTUNITIES

Other pet food to remain a niche due to limited awareness and adoption difficulties

While pet specialists will continue to dominate, e-commerce set to gain momentum

### CATEGORY INDICATORS

Table 52 Other Pet Population 2018-2023

### CATEGORY DATA

Table 53 Sales of Other Pet Food by Category: Volume 2018-2023

Table 54 Sales of Other Pet Food by Category: Value 2018-2023

Table 55 Sales of Other Pet Food by Category: % Volume Growth 2018-2023

Table 56 Sales of Other Pet Food by Category: % Value Growth 2018-2023

Table 57 LBN Brand Shares of Bird Food: % Value 2019-2022

Table 58 LBN Brand Shares of Fish Food: % Value 2019-2022

Table 59 LBN Brand Shares of Small Mammal/Reptile Food: % Value 2019-2022

Table 60 Distribution of Other Pet Food by Format: % Value 2018-2023

Table 61 □Forecast Sales of Other Pet Food by Category: Volume 2023-2028

Table 62 □Forecast Sales of Other Pet Food by Category: Value 2023-2028

Table 63 □Forecast Sales of Other Pet Food by Category: % Volume Growth 2023-2028

Table 64 □Forecast Sales of Other Pet Food by Category: % Value Growth 2023-2028

## PET PRODUCTS IN INDIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increasing pet travel and pet stay facilities enable the growth of pet products

Focus on hygiene, health, and wellbeing drives sales of pet products

### PROSPECTS AND OPPORTUNITIES

Innovations set to rise, with a view to improving efficiency and meeting special needs

E-commerce expected to continue to gain traction in the forecast period

### CATEGORY DATA

Table 65 Sales of Pet Products by Category: Value 2018-2023

Table 66 Sales of Pet Products by Category: % Value Growth 2018-2023

Table 67 Sales of Pet Healthcare by Type: % Value 2018-2023

Table 68 Sales of Other Pet Products by Type: % Value 2018-2023

Table 69 NBO Company Shares of Pet Products: % Value 2018-2022

Table 70 LBN Brand Shares of Pet Products: % Value 2019-2022

Table 71 Distribution of Pet Products by Format: % Value 2018-2023

Table 72 Forecast Sales of Pet Products by Category: Value 2023-2028

Table 73 Forecast Sales of Pet Products by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Pet Care in India

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-12"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com