

India Pet Food Market By Pet Type (Dog, Cat, Fish and Other Pets (Birds, Tortoise, Small Mammals, etc.)), By Food Type (Dry, Wet & Others (Treats, Flake & Pellet, Freeze-Dried, etc.)), By Price Range (Mass, Premium), By Ingredients (Plant-based, Animal-based), By Distribution Channel (Pet Specialty Store, Supermarket/Hypermarket, Online Retail & Veterinary Clinic, Others (Direct Sales, Distributor Sales, etc.)), By Region, By Company, Forecast & Opportunities, 2018-2028F

Market Report | 2023-08-01 | 79 pages | TechSci Research

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Report description:

India pet food market is anticipated to project robust growth in the forecast period on account of the increasing pet population, government initiatives regarding the importance of pet nutrition, new product launches by pet food companies, etc.

Pet food is a type of specialized food specifically made for domesticated animals and is created to meet their dietary requirements. Meat, meat byproducts, cereals, grains, vitamins, and minerals are typically found in pet food.

The market is growing due to various other reasons, such as expanding distribution channels, improved marketing strategies, etc. Moreover, increasing product launches by market players are also contributing to the overall demand of this market. For instance, in 2022, IAMS, a Mars pet care brand, launched its dry cat-food products in India. The launch included IAMS' Proactive Health Cat Food line, which consists of three kinds and formulas to address particular health issues in kittens and adult cats. It also includes a special formula created for kittens and their mothers.

The rise in pet ownership, which increased following the COVID-19-induced national lockdown in 2020, also led to the rise in demand for pet food. Due to the lockdown, individuals were spending extra time with their dogs. They were adopting more pets,

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feeding stray dogs and cats, realizing they were hungry, or giving food to non-profit organizations. Also, several people used pet adoption to fill their emptiness during the lockdown. During the pandemic, this pattern also saw an increase in demand from tier II and III cities, in addition to metro areas.

Rising Pet Adoption Fueling the Market Growth

India has seen a substantial increase in pet ownership over the last few years. There are 32 million pets in India as of 2022, and the country's population is expanding at a rate of more than 12% annually. It increased to thirty-two million during the pandemic, which is nearly a two-fold increase over the previous few years. The increase in the pet adoption rate is further leading to an increase in the growth of the pet food market. Less than 1000 rupees a month is the minimum basic need to keep a pet in good health. Moreover, the millennials and Gen Z perceive pets in entirely different ways. When it comes to buying food, snacks, and toys for their pets, they are more prepared to splurge. Since they are active on various platforms, they are aware of the different products offered in the market. Hence, these factors are projected to further boost the market growth during the forecast period.

Increasing Number of Market Players Aiding the Market Growth

The pet food market in India has been observing an increase in the number of market players. For instance, in 2021, Cosmo Films, a leading solution provider in packaging, lamination, and labeling, forayed into the pet care business with the brand Zigly. Zigly offers a wide range of pet care products, including food, snacks, grooming tools, medical items, and much more. Also, companies are opting for strategies such as mergers and acquisitions to enter the pet food business. For instance, in 2022, Nestle India acquired Purina Petcare for around USD16.87 million. Moreover, existing players are focusing on expanding their presence in the market as well as catering to the demand for manufactured pet food products in the country. For instance, in 2021, Mars Petcare announced an investment of USD68.02 million to expand its Hyderabad factory in Telangana. These factors are anticipated to further enhance the market growth of the Pet Food market in the forecast period.

Government Initiatives Boosting Market Growth

About 45-50% of the pet food used throughout the nation is manufactured domestically, with the majority coming from imports. As a result, the government is taking steps to alleviate the demand-supply imbalance and helping the private sector engage in the development of animal feed mills through the USD 2.04 billion AHIDF (Animal Husbandry Infrastructure Development Fund) program. Under the program, individuals, MSMEs (Micro, Small, and Medium Enterprises), FPOs (Farmer Producer Organizations), and Section 8 firms can receive up to 90% of loans from scheduled banks at a cheaper rate for the development of infrastructure. Such factors are anticipated to fuel the market growth of pet food during the forecast period in India.

Market Segmentation

The India pet food market is segmented based on pet type, food type, price range, ingredients, distribution channel, region, and competition landscape. Based on pet type, the market is fragmented into dogs, cats, fish, and others (birds, tortoises, small mammals, etc.). Based on food type, the market is segmented into dry, wet & others (treats, flake & pellet, freeze-dried, etc.). Based on price range, the market is segmented into mass and premium. Based on ingredients, the market is further segregated into plant-based and animal-based. Based on distribution channels, the market is segmented into pet specialty stores, supermarkets/hypermarkets, online, veterinary clinics, and others (direct sales, distributor sales, etc.). The market analysis also studies the regional segmentation to devise regional market segmentation, divided among North India, South India, East India, and West India.

Company Profiles

Mars International India Private Limited, Nestle India Limited, Himalaya Wellness Company, Indian Broiler Group Pvt. Ltd., Venky's (India) Limited, Russo Mangimi S.p.A. (Farmina), AOV Agro Foods Pvt. Ltd, Bharat International Pet Foods Private Limited, Orange Pet Nutrition Private Limited, Pawsitives Pets Private Limited are among the major market players in the India platform that lead the market growth of the India pet food market.

Report Scope:

In this report, the India pet food market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

- India Pet Food Market, By Pet Type:

o Dog

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- o Cat
- o Fish
- o Others
- India Pet Food Market, By Food Type:
 - o Dry
 - o Wet
 - o Others
- India Pet Food Market, By Price Range:
 - o Mass
 - o Premium
- India Pet Food Market, By Ingredients:
 - o Plant-based
 - o Animal-based
- India Pet Food Market, By Distribution Channel:
 - o Pet Specialty Store
 - o Supermarket/Hypermarket
 - o Online
 - o Veterinary Clinic
 - o Others
- India Pet Food Market, By Region:
 - o North India
 - o South India
 - o West India
 - o East India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India pet food market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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(Note 1: The data given for any year represents the market during the period, i.e., 1st April of the previous year to 31st March of that year. E.g. For 2022E, the data represents the period, 1st April 2021 to 31st March 2022. Note 2: The companies list can be customized based on the client requirements.)

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