

## **India Pet Grooming Products Market Report and Forecast 2024-2032**

Market Report | 2024-01-08 | 204 pages | EMR Inc.

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### **Report description:**

India Pet Grooming Products Market Report and Forecast 2024-2032

#### Market Outlook

According to the report by Expert Market Research (EMR), the India pet grooming products market is being aided by the growing India pet care market, which is expected to grow at a CAGR of 13% in the forecast period of 2024-2032. Aided by the rising pet adoption rates and the increasing awareness about pet health and hygiene, the market is expected to grow significantly by 2032. Pet grooming products comprise a wide range of commodities intended for the cleanliness, health, and aesthetic enhancement of domestic animals. These products span from shampoos, conditioners, brushes, combs, nail clippers, to more advanced tools like hair clippers and grooming tables. Proper grooming is essential not only for the appearance of pets but also for their overall health and wellbeing.

The surge in pet adoption in the country, particularly in urban areas, is a key factor that is fuelling the India pet grooming products market growth. With the increasing urbanisation and lifestyle shifts, there's a notable rise in the number of nuclear families and single professionals opting for pets as companions. As these pets are often treated as family members, there's a growing emphasis on their grooming and well-being.

Further amplifying the India pet grooming products market demand is the budding awareness amongst Indian pet owners regarding the importance of regular grooming. This awareness is not just confined to keeping the pet visually appealing but extends to understanding that proper grooming can prevent various health issues, maintain a cleaner living environment, and enhance the pet's lifespan.

Moreover, the pet grooming sector in India is experiencing a transformative phase with the inception of several professional grooming salons and mobile grooming vans. These services, once considered a luxury, are now gaining traction amongst the middle class as an essential pet care service. Such developments showcase the potential for grooming products as these services largely depend on high-quality products for their operations.

The India pet grooming products market outlook also gets influenced by the rapid digitisation and the rise of e-commerce platforms. Numerous pet care e-stores have sprung up, offering a diverse range of grooming products with the convenience of home delivery. This ease of accessibility, combined with the increasing disposable income of the Indian middle class, acts as a catalyst for the market's robust growth.

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Furthermore, initiatives taken by various pet care associations, coupled with aggressive marketing strategies by brands, aim to educate the masses about the significance of pet grooming. In line with this, the collaborations between grooming salons and pet care clinics are proving beneficial in spreading awareness and promoting the use of quality grooming products.

#### Market Segmentation

The market can be divided based on product type and distribution channel.

#### Market Breakup by Product Type

- Shampoos and Conditioners
- Combs and Brushes
- Clippers and Scissors
- Others

#### Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Pet Stores
- Veterinary Clinics
- Online
- Others

#### Competitive Landscape

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

- Glenand Group of Companies
- Petacom
- Petkin Inc.
- Wahl Clipper Corporation
- Terrai Natural Products
- Scoobee Pet Products
- Others

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