

Pet Care in India

Market Direction | 2024-06-28 | 50 pages | Euromonitor

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Report description:

In 2024, pet care in India is expected to maintain dynamic retail volume and current value growth, fuelled by the rising pet population, increasing pet humanisation, and easier access to pet food and pet products. Growing awareness of the importance of good nutrition for pets is also set to boost sales of prepared dog and cat food. As pets become integral family members, consumers with higher disposable incomes are increasingly spending on premium products containing high quality, nutritious ing...

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 2019-2023, 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 2028 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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Dog treats and mixers maintains momentum as consumers look to engage more with their pets

Players focus on campaigns to engage consumers and educate them about dog food choices

PROSPECTS AND OPPORTUNITIES

Campaigns in smaller cities will be key to encourage the use of prepared dog food and drive growth

Players will look to expand production capacity to help reduce costs and maintain margins

Laws will bring their own advantages and disadvantages going forward

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