SCOTTS INTERNATIONAL

India Pet Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 294 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License $4750.00
- Team License (1-7 Users) $5250.00
- Site License $6500.00
- Corporate License $8750.00

Report description:

The India Pet Food Market size is estimated at 1.01 billion USD in 2025, and is expected to reach 2.2 billion USD by 2030, growing at a CAGR of 16.74% during the forecast period (2025-2030).

Dogs dominated the market owing to their high population and availability of a wide range of pet food options

- In Asia-Pacific, India is one of the emerging pet food markets. In 2022, it accounted for a 2.1% share of the region's pet food market, an increase of 113.0% during 2017-2022. This growth was due to the significant increase in the pet population, the rise in the pet humanization trend, and the higher usage of commercial pet food products over home-cooked foods.
- Dogs are the most popular companion animals adopted in the country. The dog food segment accounts for the largest share of the country's pet food market. It held a market value of USD 562.7 million in 2022, which is anticipated to reach USD 1,760.1 million in 2029. The segment's significant share and growth are associated with a significant number of pet owners shifting from home-cooked food to commercial pet food in the country and dogs holding a significant share of the pet population. Dogs accounted for 87.7% of the pet population in 2022, whereas cats accounted for a 9.0% share.
- Cats held the second-largest share in the country's pet food market, amounting to 7.0% in 2022, anticipated to record a CAGR of 12.7% during the forecast period. This is due to the increase in the cat population by 88.6% during 2017-2022, changing attitudes toward cats among pet owners, and the rise in popularity of cats as pets due to their low maintenance requirements.
- The other pets segment includes birds, ornamental fish, small mammals, and rodents. These animals have unique nutritional requirements that are fulfilled through specialized pet food products. In 2022, the segment was valued at USD 7.1 million.
- The growth in pet population, increasing usage of commercial foods, and the rise in pet humanization are the factors anticipated to drive the Indian pet food market during the forecast period with a CAGR of 17.3%.

India Pet Food Market Trends

The availability of a wide range of commercial cat foods and flourishing cat cafes are leading to a rise in cat adoptions in the country

- In India, traditionally, cats had a lower share than dogs. However, the trend is expected to change as they are considered low maintenance compared to dogs and are more suitable for smaller flats or houses in the metro cities of India. This trend has helped increase the cat population by 88.2% between 2017 and 2022. In the last few years, the most popular cat breeds adopted in the country included Persian, Siamese, and Maine Coon. People adopted these cat breeds as they can adjust to small apartments, are friendly in nature, and have human companionship.
- In 2020, cat ownership was about 0.5% of pet ownership, which increased thrice during the pandemic. This trend is expected to have a long-lasting effect as the average life span of cats is more than 20 years. There is a rapid increase in pet product offerings in the country. Start-ups are working to educate pet parents about the benefits of using specialized pet products. Head-up-For-Tails has services such as adopting pets, educating pet parents in selecting the pet, and pet services such as pet grooming and vet visits. These services benefit cat parents in metro cities for working professionals to care for their pets.
- Cat cafes are being established nationwide to help potential cat parents adopt new or stray cats. For instance, Cat Cafe Studio in Mumbai helps rescue cats, provides food, and finds pet parents and 300 stray cats were adopted by people until 2017.
- The rising need for companionship, the lesser space in metro cities, and new start-ups catering to the well-being of pets are expected to help increase the adoption of cats in the country.

Growing distribution channels and a wide range of premium pet foods drive pet expenditure

- India's pet food industry has been witnessing growth with the rise in pet expenditure. Pet expenditure witnessed a growth of 24.9% between 2017 and 2022 due to the different types of pet food provided to pets and the rising premiumization. Pet parents are purchasing pet food products that contain natural ingredients and organic food by paying a premium price for these products to keep their pets healthy and prevent malnutrition.
- Pet parents are investing a higher share of expenditure on pet food and treats compared to other expenses such as pet grooming, pet walking, and pet daycare. For instance, about 75-80% of the pet expenditure in India accounted for pet food and treats in 2022. Pet parents treat their pets as family members and offer high-quality premium brands such as Royal Canin and Pedigree for their pets' craving needs and nutritional requirements.
- The high demand for purchasing pet food through online channels can be attributed to the availability of different types of pet food, such as organic pet food, dry pet food, and wet pet food, on a website with an easy delivery process. For instance, in 2021, about 73% of pet parents purchased pet food through online retailers. The country's evolving quick e-commerce business landscape may also boost online pet food sales during the forecast period.
- The growing expenditure on premium pet food, pet parents feeding pets with commercial pet food, and growing distribution channels are expected to increase the sales of pet food and pet expenditure in the country during the forecast period.

India Pet Food Industry Overview

The India Pet Food Market is moderately consolidated, with the top five companies occupying 56.03%. The major players in this market are Charoen Pokphand Group, Colgate-Palmolive Company (Hill's Pet Nutrition Inc.), IB Group (Drools Pet Food Pvt. Ltd.), Mars Incorporated and Nestle (Purina) (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

8.1 Global Overview
8.1.1 Overview
8.1.2 Porter's Five Forces Framework
8.1.3 Global Value Chain Analysis
8.1.4 Market Dynamics (DROs)
8.2 Sources & References
8.3 List of Tables & Figures
8.4 Primary Insights
8.5 Data Pack
8.6 Glossary of Terms

SCOTTS INTERNATIONAL

India Pet Food - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 294 pages | Mordor Intelligence

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 License	$4750.00
	Team License (1-7 Users)	$5250.00
	Site License	$6500.00
	Corporate License	$8750.00
	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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-22
		Signature	

Scotts International. EU Vat number: PL 6772247784
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

Scotts International. EU Vat number: PL 6772247784
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com