

India Pet Care Products Market Growth Analysis - Forecast Trends and Outlook (2025-2034)

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Report description:

The India pet care products market attained a value of USD 628.15 Million in 2024. The market is expected to grow at a CAGR of 23.70% during the forecast period of 2025-2034. By 2034, the market is expected to reach USD 5269.39 Million.

The significant rise in pet ownership, particularly amongst urban millennials and Generation Z individuals is driving the India pet care products market revenue. As per industry reports, Gen Z is leading the surge in pet parenting in India, with 70% of Indian pet parents being first-time owners in 2024. This surge is enabling more pets leading to the higher demand for food, grooming and accessories. Awareness about pet welfare and companionship benefits is also motivating pet adoption, creating a larger customer base and steady market growth.

The awareness among Indian pet owners about the importance of balanced nutrition is increasing. Educated pet owners are demanding scientifically formulated pet food and supplements to address specific health needs. This awareness is propelling the demand for specialized diets, such as grain-free, organic, and veterinary-prescribed nutrition, encouraging manufacturers to innovate and diversify their offerings. For instance, in March 2023, Virbac launched its globally acclaimed Veterinary HPM hyper-premium pet food for healthy dogs and cats in India.

The influx of government policies and NGOs for promoting animal welfare are contributing to the India pet care products market growth by increasing pet awareness and responsible ownership. Campaigns on vaccination, sterilization, and adoption are creating a better environment for pets, encouraging consumers to invest in quality care products. For instance, in February 2025, the Indian government conducted free anti-rabies vaccination drives for stray as well as pet dogs. These initiatives improve overall pet health, indirectly boosting demand for health supplements, food, and hygiene products.

Key Trends and Recent Developments

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May 2025

Godrej Consumer Products launched its first pet food, Godrej Ninja, in Tamil Nadu for targeting India's growing pet care market. Scientifically formulated for gut health and immunity, the product is priced affordably and tailored to local needs. With ₹500 crore investment planned, Godrej is planning to expand manufacturing and capture the rising demand nationwide.

March 2025

Avanti Feeds' subsidiary, Avanti Pet Care debuted its cat food brand Avant Furst, developed with Thailand's Bluefalo Group. This move helped the firm to expand into dog food and treats along with building a Hyderabad manufacturing plant while reinforcing its ambitions in high-quality, sustainable pet nutrition.

January 2025

Allana Consumer Products launched Purrfeto, a premium cat food range for kittens and adults, featuring dry and wet recipes enriched with taurine, omega fatty acids, and digestive fibers. Supported by the playful Cattitude: Relax from Home campaign, Purrfeto is targeting India's growing indoor cat segment.

September 2024

Hyderabad based seafood and aquaculture leader Growel Group launched Carniwel, a new pet food line, featuring fresh meat and vegetarian formulas enriched with superfoods including Antarctic krill, spirulina, and algal oil. This move reflected the firm's commitment to supporting India's efforts in the growing pet care sector.

Urbanization and Lifestyle Changes

Rapid urbanization and hectic lifestyles are driving the India pet care products market dynamics. With more than 40% of India's population expected to reside in urban areas by 2030, urban pet owners are preferring convenient, ready-to-use products, such as packaged food, grooming kits, and health supplements. The concerns of limited time are favouring services, such as pet grooming, daycare, and veterinary consultations. Lifestyle changes encourage pet owners to invest more in their pet's well-being, thereby boosting the uptake of premium pet care products and services concentrated in urban centres.

E-commerce and Digital Penetration

The expansion of e-commerce platforms is revolutionizing the access to pet care products across India. Online retail offers convenience, a wider product range, competitive pricing, and doorstep delivery, making it easier for consumers in tier 1 and 2 cities to buy pet supplies. In February 2023, United Kingdom-based pet product brand Henry Wag entered India via ecommerce platforms Amazon and Flipkart to launch accessories and pet wellbeing products. The rise of pet-focused online stores and subscription models further boosts sales, making digital channels a major growth driver in the pet care sector.

Introduction of Specialized and Premium Products

The India pet care market is witnessing the launch of specialized and premium products, such as hypoallergenic food, dental care items, and organic grooming products. For instance, in April 2022, SAVAVET unveiled ORAPET, the first-ever probiotic dental drops for dogs and cats in India. Consumers are willing to pay more for quality and safety, especially in metros. This diversification is pushing brands to invest in research & development and product differentiation, resulting in increased market competitiveness

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and customer loyalty.

Rising Disposable Income

Increasing disposable incomes, especially amongst middle and upper-middle-class individuals, is enabling higher spending on pets. As per industry reports, spending on pets as well as pet care reached USD 3.6 billion in India in 2024. This financial capacity is allowing consumers to explore premium foods, grooming products, accessories, and healthcare options without cost being a significant barrier. Rising affluence has also broadened the market base, fostering an environment where innovative and luxury pet products can thrive, driving expansion across product categories and regions.

Advancements in Veterinary Care

Improved veterinary healthcare infrastructure and access are boosting the pet care products demand in India. In February 2025, Bangalore-based Supertails launched its first clinic providing Fear Free certified care to enhance pet healthcare in India's rapidly growing pet sector. Better diagnostics, treatments, and preventive care to increase pet lifespan and quality of life are encouraging owners to invest in complementary health products. Veterinary endorsements are also influencing product trust and sales, with clinics acting as distribution points. This professional backing enhances consumer confidence and expands market penetration.

India Pet Care Products Industry Segmentation

The EMR's report titled "India Pet Care Products Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Pet Type

- Dog
- Cat

Key Insight: The dog segment dominates the India pet care products market, accounting for a prominent share due to the significantly high ownership in the country. As per industry reports, dogs were the most common pets in India, accounting for 74.21% ownership in 2024. Urban families increasingly view dogs as companions, boosting demand for packaged food over traditional home-cooked meals. Brands are establishing strong market presence by offering breed-specific and age-specific formulas. The growth of e-commerce and rising awareness about canine nutrition is further driving this segment's dominance in metro and tier-2 cities.

Market Breakup by Food Type

- Dry Food
- Wet Food
- Pet Treat

Key Insight: Dry food leads the India pet care products market due to its convenience, longer shelf life, and cost-effectiveness. Dry food appeals especially to urban pet owners seeking easy feeding solutions. The rise of nuclear families and busy lifestyles is boosting the demand for dry food, which is easy to store and portion. Moreover, innovations in dry food variants are catering to health-conscious consumers. In July 2024, Heads Up For Tails launched Hearty, a premium dry pet food line, boasting real meat content and fresh ingredients, further strengthening this segment's market leadership.

Market Breakup by Price Category

- Economy Range
- Mid-Range
- Premium Range

Key Insight: The economy range is contributing to the India pet care market, driven by mass affordability and the growing population of first-time pet owners. Supporting with industry reports, 69% to 70% of Indian pet owners were first-timers in 2024. Products in this segment are cost-effective, widely distributed, and cater to basic nutritional and grooming needs. Popular brands are offering extensive product lines priced for value-conscious consumers. This range finds high traction in Tier 2 and Tier 3 cities where price sensitivity is high.

Market Breakup by Distribution Channel

- Supermarket and Hypermarket
- Pet Stores
- Veterinary Clinic and Pet Medical Shops
- Online Retailers
- Others

Key Insight: Supermarkets and hypermarkets are influencing the pet care products market in India due to their vast reach and trusted presence in urban and semi-urban regions. As per industry reports, there were about 66225 supermarkets across India as of May 2025. Chains, such as Reliance Smart, Big Bazaar, and D-Mart have dedicated pet care sections for offering popular economy and mid-range brands. These stores also offer regular discounts and bulk-pack deals, which attract price-sensitive buyers. With strong offline presence, the segment continues to drive large volumes, especially for food and grooming items.

Market Breakup by Region

- North India
- South India
- West India
- East India

Key Insight: North India pet care products market is driven by the rising pet ownership in metropolitan hubs including Delhi, Chandigarh, and Jaipur. The region exhibits high demand for premium pet food, grooming products, and veterinary care, fuelled by increasing disposable incomes and awareness about pet health. Supporting with industry reports, Delhi's per capita income surged about 7.4% in 2023-24. Additionally, growing nuclear families and lifestyle changes are boosting pet adoption. North India's developed infrastructure and consumer awareness are further making it the largest contributor to the market.

India Pet Care Products Market Share

Wet Food & Pet Treat are Gaining Popularity in India

The wet food segment occupies a major share of the India pet care products industry as it is favoured for its higher moisture content, palatability, and nutritional benefits, particularly for cats and older pets. Premium brands are providing canned and pouch-based wet food options to appeal to pet owners prioritizing quality and taste. Wet food is further attracting consumers looking for specialized diets and supplements for pets with specific health needs.

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Pet treats represent a rapidly emerging segment in the India pet care market. Treats serve as rewards, supplements, or dental aids for enhancing pet-owner bonding. Several companies are introducing nutritious, functional treats including dental chews and protein-rich snacks. In June 2024, Growel Group launched its two new dog treat premium superfood brands, Fullr and flavourful biscuit line DatGud to mark its entry into pet treats. The segment is also growing due to the rising pet humanization trends and increased focus on pet training and wellness.

Cats to Witness Popularity in India

Cats are largely contributing to the India pet care industry, fuelled by growing feline adoption in urban homes and apartments, especially amongst working professionals seeking low-maintenance pets. The shift towards specialized cat food for better nutrition is prompting brands to carve a niche with their dry and wet food offerings. In March 2024, Pet Care by Rossari introduced Toptail's Wet Jelly cat food, featuring real chicken and fish in a protein-rich jelly. The segment growth is also promising due to lifestyle shifts and rising awareness.

Mid-Range & Premium Range Pet Care Products to Record Preference in India

The mid-range segment is growing rapidly in the India pet care market, appealing to pet parents seeking better nutrition and quality without entering premium pricing. Several brands serve this category by offering higher protein content, specific breed formulations, and improved packaging. In March 2023, pet-care brand Supertails enhanced its mid-range portfolio with the baked Henlo dry food. Increasing awareness about pet health and preventive care among millennials is another key driver. This segment also acts as a transition point for consumers upgrading from economy offerings but not yet ready for premium purchases.

Premium range is the fastest-growing segment in the India pet care market, targeting affluent, urban pet parents who treat pets as family and demand high-quality and imported products. Brands, such as Royal Canin, Farmina, and IAMS are offering breed-specific, vet-formulated diets, organic treats, and gourmet wet foods. Recently, Indian players including Purrfecto and Avant Furst are entering this space with premium cat foods. These products are typically sold in pet boutiques, vet clinics, and premium e-commerce platforms. This segment enjoys high margins and brand loyalty, with strong potential in metros.

Pet Stores & Veterinary Clinics and Online Retailers to Drive Pet Care Products Sales in India

Pet stores are rapidly expanding across metros and Tier 2 cities in the India pet care market for offering a curated mix of food, accessories, grooming, and premium products. These stores cater to more informed pet parents seeking tailored advice and specialty products. This segment plays a pivotal role in promoting mid- to premium-range products and services, such as breed-specific nutrition, supplements, and natural treats. Pet stores further serve as discovery points for first-time pet owners, strengthening their relevance.

Online retailers are the fastest-growing segment of the India pet care industry as they play a crucial role in driving growth, with urban consumers valuing doorstep convenience and broader product variety. Major platforms are offering budget to premium products, including exclusive imports and niche items, such as breed-specific food and pet technology. In August 2023, pet brand Kanine entered India via e-commerce platform Myntra for offering premium pet fashion and lifestyle products from top global brands. The surge in millennial pet parents in Tier 1 cities and their greater interest in online shopping is also adding to the segment growth.

India Pet Care Products Market Regional Analysis

Thriving Pet Care Products Consumption in South & West India

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South India is a rapidly growing segment of the India pet care market, with Bengaluru, Chennai, and Hyderabad showing increased pet adoption and demand for specialized products. Tech-savvy consumers are favouring online purchases of premium pet food, supplements, and grooming tools. Rising awareness about pet nutrition and wellness is driving up the demand for natural and organic products. Veterinary services are expanding with clinics integrating advanced care and pet insurance. South India's blend of urbanization and tech adoption positions it as a key growth region in the industry.

West India, including Maharashtra and Gujarat, holds a significant India pet care market share driven by Mumbai and Pune's affluent consumers. The region's demand is focused on high-quality pet food, grooming services, and healthcare products. Maharashtra's organized retail chains and online platforms enable easy access to varied pet care brands. In July 2024, the Tata Trusts Small Animal Hospital was inaugurated in Mumbai to offer 24/7 emergency care, advanced diagnostics, and specialized treatments for pets. This rise in premium veterinary clinics and pet care startups is also supporting the market expansion.

Competitive Landscape

Key players in the India pet care products market are adopting diverse strategies to gain competitive benefits. With product diversification, companies are offering specialized pet foods, grooming supplies, health supplements, and accessories tailored to various breeds, age groups, and dietary needs. Premiumization is another trend, as the demand for high-quality, organic, and grain-free products is growing amongst urban pet owners. E-commerce and digital marketing are urging brands to leverage online marketplaces, dedicated apps, and social media influencers to reach a broader audience and foster direct-to-consumer relationships.

Players are also expanding into tier 2 and tier 3 cities, where pet adoption rates are rising, tapping into previously underserved markets. To build trust and credibility, companies are collaborating with veterinarians, pet clinics, and pet influencers. Investments in research and development are helping to introduce innovative offerings such as functional treats and supplements. Additionally, the growing focus on sustainability has prompted brands to adopt eco-friendly packaging and cruelty-free formulations. Together, these strategies are allowing pet care brands in India to capture evolving consumer preferences.

Nestle India Limited

Nestle India Limited, founded in 1959 and headquartered in Gurugram, offers a wide range of food and nutrition products, including pet care under the Purina brand. Nestle India provides specialized pet food products tailored to different breeds, life stages, and health needs of pets.

Hill's Pet Nutrition, Inc.

Hill's Pet Nutrition, Inc., founded in 1907 and headquartered in Topeka, the United States, specializes in science-led pet nutrition for offering therapeutic and everyday pet foods. Hill's focuses on products developed through research and veterinary collaboration, aiming to support pets with specific dietary and medical requirements.

Wahl Clipper Corporation

Wahl Clipper Corporation, established in 1919 and headquartered in Sterling, the United States, is known for grooming tools as it provides clippers, trimmers, and personal care products for both humans and animals. In the pet care sector, Wahl offers grooming solutions including shampoos, brushes, and clippers designed for home and professional use.

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AEOLUS International Pet Products, LLC

AEOLUS International Pet Products, LLC, founded in 1998 and headquartered in California, the United States specializes in professional-grade pet grooming equipment. The company's offerings include dryers, grooming tables, tubs, and cages, serving veterinary clinics, pet salons, and breeders with high-performance, durable grooming and handling tools.

Other players in the India pet care products market are Mars, Incorporated, Bio-Derm Laboratories, Inc., OPAWZ Inc., Champion Petfoods LP, Himalaya Wellness Company, Pawsitives Pets Private Limited, Orange Pet Nutrition Pvt Ltd, Drools Pet Food Pvt. Ltd., Royal Canin India, EM & EM Personal Care Pvt. Ltd, and Zoivane Naturale Cosmetics Private Limited, among others.

Key Features of the India Pet Care Products Market Report:

- In-depth market size and forecast analysis through 2025.
- Detailed segmentation by food type, pet type, price category, distribution channel, and region.
- Key player profiling with SWOT and strategic outlook.
- Quantitative insights on growth drivers and challenges.
- Emerging trends shaping the India pet care products market landscape.
- Competitive benchmarking and pricing analysis for informed decision-making.

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India Pet Care Products Market?Report Snapshots

India Pet Care Products?Companies

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