

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

Market Report | 2025-08-11 | 117 pages | EMR Inc.

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Report description:

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 13.00% in the forecast period of 2025-2034.

India Pet Grooming Products Market Growth

Increasing Demand for Shampoos and Conditioners to Bolster the Growth of the Pet Grooming Products Industry in India

Based on product type, the shampoos and conditioners segment accounts for a significant share in the industry. This can be attributed to the increasing cases of hair fall, skin-related diseases, and various other conditions. Cats and dogs are the most common pets and have a hairy coating. Therefore, they need to be deeply cleansed, conditioned, and deodourised. This is aiding the India pet grooming products market value.

On the basis of distribution channel, veterinary clinics account for a significant share in the industry. A significant rise in per pet expenditure and an increase in pet ownership have aided the growth of the segment. In addition, the growth of dog grooming parlours in the country can aid the demand for pet grooming products. The increasing trend of online shopping is also expected to significantly contribute to the growth of the online segment in India. This can aid the overall market growth in the forecast period.

India Pet Grooming Products Market Trends

Rising Awareness about Pet Care and Increasing Pet Ownership to Boost the Growth of the India Pet Grooming Products Industry

The pet grooming products industry in India is being driven by the rising consumer awareness regarding pet health and their well-being. The market is further aided by the rising popularity of cats and dogs as pets. Other factors such as the increasing

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innovations and specialised products offered by the manufacturers and the increasing presence of veterinary clinics and pet stores, among others are further accelerating the market growth. Over the forecast period, the increasing disposable incomes and rising concept of pet parenting are expected to further boost the market growth.

Recent Developments

Kanine, a pet care brand, announced its partnership with Myntra to launch some international product lines in the Indian market by August 2023. This strategic collaboration will not only introduce pet fashion items but also premium brands, aiming to enhance the pet grooming industry in the country in the coming years.

Industry Outlook

A Growing Pet Population and the Distribution of Pet Grooming Products Through Pet Stores

According to the Agriculture and Agri-Food Canada (AAFC), from 2018 to 2023, India's pet population grew significantly, with a compound annual growth rate (CAGR) of 11.7%. As per the India pet grooming products industry analysis, cats exhibited the highest growth rate at 16.0%, increasing from 1,743.6 thousand to 3,666.6 thousand. Dogs, constituting the largest segment, grew at 11.6%, with their population reaching 33,606.2 thousand. Small dogs saw a substantial increase, doubling their numbers from 8,671.7 thousand to 16,911.5 thousand, at a CAGR of 14.3%. Medium and large dogs also showed growth, with respective CAGRs of 9.3% and 9.1%.

The pet bird population increased modestly by 4.2%, while fish experienced a 5.4% rise which can aid the India pet grooming products industry revenue. Small mammals and reptiles had minimal growth at 0.8%. Projections for 2028 indicate continued growth, with the total pet population expected to reach 58,706.8 thousand, driven by a CAGR of 8.8% from 2023 to 2028. The increasing pet population, especially dogs and cats, highlights the growing need for grooming services and products in India.

As of June 2024, India was home to 21,887 pet stores, which can aid the growth of the India pet grooming products industry. Maharashtra has 3,150 pet stores. Tamil Nadu and Uttar Pradesh follow closely with 2,979 and 2,553 pet stores. Further, while Karnataka and West Bengal have 1,660 and 1,723 pet stores, respectively, Kerala has 1,582 pet stores. Delhi, being a significant urban center with a population of 15.14 million, has 1,001 pet stores. The increasing number of pet stores across states signifies a growing pet ownership trend and a rising demand for pet grooming products.

Growing Pet Ownership, Product Innovation, Retail Expansion, and Awareness Regarding Pet Health, Aid the Market Growth.

- Increasing pet adoption rates in urban areas, driven by rising disposable incomes and changing lifestyles.
- Rising awareness among pet owners about the importance of pet hygiene and grooming can aid the pet grooming products demand forecast.
- Introduction of a variety of grooming products catering to different pet needs, such as hypoallergenic shampoos and conditioners.
- Growth of pet specialty stores and online retail platforms making products more accessible.

The Market faces Several Challenges, Including High Prices of Pet Grooming Products, Economic Downturns, and Regulatory Challenges.

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- High price of premium grooming products can limit their affordability among pet owners.
- Rural communities still possess a limited understanding of the benefits of pet grooming products.
- Compliance with local regulations and quality standards can be challenging for manufacturers and can hinder pet grooming products demand growth.
- Economic instability can reduce spending on non-essential items like pet grooming products.
- The presence of counterfeit or substandard products can damage market reputation.
- Dependence on imports for certain ingredients or products can lead to supply chain vulnerabilities.

E-commerce Growth, Export Potential of Indian Pet Grooming Products, and Pet Service Integration Provide Opportunities for the Market

- As per the India pet grooming products market dynamics and trends, the rise of e-commerce platforms provides an opportunity for wider distribution and reach.
- Combining grooming products with services like pet spas and grooming salons can drive sales.
- Export Potential: Expanding to international markets with locally manufactured grooming products.

Competitive Factors in the Market

- Companies with well-known brands have a competitive edge as pet owners often prefer trusted names for their pets' grooming needs.
- Brands that implement loyalty programs, discounts, and exclusive offers can retain customers and build long-term relationships.
- Offering a wide range of products, from basic grooming items to specialised products like medicated shampoos, can attract a broader customer base and fuel pet grooming products demand in India.
- Continuous innovation, such as the introduction of eco-friendly, organic, and hypoallergenic products, can help brands stand out in the market.
- Adherence to international safety standards and obtaining relevant certifications can give brands a competitive advantage.
- Targeting premium segments with high-end products can cater to affluent pet owners willing to spend more on superior grooming solutions.
- Strong online presence through e-commerce platforms, brand websites, and social media can enhance accessibility and reach a wider audience.
- Collaborations with pet specialty stores, veterinary clinics, and supermarkets can increase product availability, visibility and growth of the India pet grooming products market.

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- Utilizing digital marketing, social media, and influencer partnerships to create awareness and promote products can significantly impact market presence.

- Local manufacturing can reduce costs, ensure faster delivery, and allow better control over quality, giving brands an edge over imported products.

Key Price Indicators of the India Pet Grooming Products Market

Raw Material Costs:

Fluctuations in the prices of raw materials, such as natural oils, fragrances, and chemicals used in grooming products impact product pricing.

Import Tariffs:

Import duties on grooming products or their ingredients can affect the final retail price, especially for premium imported brands and hinder India pet grooming products market opportunities.

Manufacturing Costs:

Costs related to production, including labour, technology, and quality control, influence product pricing.

Competitive Landscape:

The level of competition among brands affects pricing strategies, with high competition potentially leading to price wars or discounts.

Distribution Channels:

The costs associated with different distribution channels, such as online platforms versus physical stores, can impact pricing and India pet grooming products market revenue.

Regulatory Compliance:

Adhering to local regulatory standards and obtaining certifications can add to the cost, influencing the final price of grooming products.

Key Indicators for Demand in the India Pet Grooming Products Market

Pet Ownership Rates:

Increasing pet adoption rates, particularly among urban households, drive the demand for grooming products.

Disposable Income:

Higher disposable incomes enable pet owners to spend more on premium grooming products and services and aid the demand of India pet grooming products market.

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Awareness Campaigns:

Effective marketing and educational campaigns on pet health and grooming boost product demand.

Veterinary Recommendations:

Veterinary endorsements and recommendations play a significant role in influencing pet owners' purchasing decisions and fuel India pet grooming products market expansion.

Cultural Shifts:

Changing attitudes towards pets, treating them more as family members, increases the focus on their grooming and hygiene.

Pet Grooming Products Industry Segmentations

Pet grooming is defined as the maintenance and well-being of pets. Pet grooming is important in order to take care of the health of pets. The different pet grooming products available in the market include shampoos, clippers, combs, and others.

Breakup by Product Type

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

Breakup by Distribution Channel

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

Competitive Landscape

The report gives a detailed analysis of the following key players in the pet grooming products market in India, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds:

- Glenand Group of Companies
- Petacom
- Petkin Inc.
- Wahl Clipper Corporation

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- Terrai Natural Products
- Scoobee Pet Products
- Others

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis.

India Pet Grooming Products Market Regional Analysis

North India is expected to grow significantly in the coming years due to the burgeoning presence of pet care salons in metro cities and high disposable income. Moreover, increased adoption of pets, rapid urbanisation, and growing consciousness regarding pet care and grooming among customers fuel the India pet grooming products market development.

More Insights On:

[Australia Beard Grooming Products Market](#) [Australia Men's Grooming Products Market](#) [United Kingdom Pet Grooming Market](#)
[Male Grooming Products Market](#)

[India Pet Grooming Products Market](#) Report Snapshots

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