

# **India Pet Food Market Size, Share & Trends Analysis Report By Product (Wet Pet Food, Dry Pet Food, Snacks/Treats), By Pet Type (Cats, Dogs), By Category (Traditional Pet Food, Specialist Veterinary Nutrition), By Distribution Channel, And Segment Forecasts, 2025 - 2030**

<https://marketpublishers.com/r/I0988B77FD6EEN.html>

Date: May 2025

Pages: 150

Price: US\$ 3,950.00 (Single User License)

ID: I0988B77FD6EEN

## **Abstracts**

This report can be delivered to the clients within 5 Business Days

### **India Pet Food Market Size & Trends**

The India pet food market size was estimated at USD 228.53 million in 2024 and is expected to grow at a CAGR of 8.6% from 2025 to 2030. The Indian market is expanding rapidly, driven by rising pet ownership, increasing disposable income, and a shift in attitudes toward pet care and nutrition. Urbanization and changing lifestyles have led more families and young professionals to adopt pets, especially in metropolitan areas such as Delhi, Mumbai, Bengaluru, and Hyderabad. As pets are increasingly seen as family members, there is a growing demand for high-quality, convenient, and nutritionally balanced pet food that supports their health and well-being.

Indian pet owners are becoming more informed and discerning, with a noticeable preference for branded, scientifically formulated pet food over home-cooked meals. They are increasingly prioritizing factors such as digestive health, coat care, breed-specific nutrition, life-stage formulations, and immunity-boosting ingredients. Functional foods-such as grain-free, hypoallergenic, and protein-rich diets-are gaining popularity, especially among owners of pedigreed dogs and cats with special dietary needs. Unlike Western markets where meat-heavy diets dominate, many Indian pet owners, especially

those from vegetarian households-prefer or seek out plant-based or egg-based pet food options, even for carnivorous pets like dogs.

Moreover, price sensitivity remains a key differentiator in the Indian market. While there is a clear rise in premium product demand among urban, affluent pet parents, a large segment still looks for affordable, value-for-money options. This has encouraged a multi-tiered product strategy, where brands offer economy, mid-range, and premium lines to suit different income levels, especially as the pet food market begins to penetrate Tier II and Tier III cities.

To meet the rising demand in India's pet food market, domestic brands are increasingly investing in product R&D by incorporating traditional Indian ingredients such as turmeric, giloy, ashwagandha, and moringa into pet nutrition. These ayurvedic components cater to the growing preference for holistic and natural health solutions among Indian pet owners. At the same time, there is a strong movement toward transparency and clean-label practices, with brands clearly communicating ingredient origins, nutritional content, and health benefits.

## India Pet Food Market Report Segmentation

This report forecasts revenue growth at the country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the India pet food market report based on the product, pet type, category, distribution channel, and region.

Product Outlook (Volume, Kilo Tons; Revenue, USD Million, 2018 - 2030)

Wet Pet Food

Dry Pet Food

Snacks/Treats

Pet Type Outlook (Volume, Kilo Tons; Revenue, USD Million, 2018 - 2030)

Cats

Dogs

Others

Category Outlook (Volume, Kilo Tons; Revenue, USD Million, 2018 - 2030)

Traditional Pet Food

Specialist Veterinary Nutrition

Cats

Dogs

Others

Distribution Channel Outlook (Volume, Kilo Tons; Revenue, USD Million, 2018 - 2030)

Supermarkets & Hypermarkets

Convenience Stores

E-commerce

Pet Specialty Stores

Others

## **Companies Mentioned**

The J.M. Smucker Company

Nestlé Purina

Mars, Incorporated

LUPUS Alimento

Total Alimentos

Hill's Pet Nutrition, Inc.

General Mills Inc.

WellPet LLC

The Hartz Mountain Corporation

## Diamond Pet Foods

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Pet Type Outlook
- 2.4. Category Outlook
- 2.5. Distribution Channel Outlook
- 2.6. Competitive Landscape Outlook

### CHAPTER 3. INDIA PET FOOD MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
  - 3.1.1. Global Pet Food Market Size & Growth Rate Overview, 2018 - 2030 (USD Million, Kilo Tons)
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Raw Material Trends Outlooks
  - 3.3.2. Manufacturing and Technology Trends
  - 3.3.3. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Market Opportunities

- 3.4.4. Market Challenges
- 3.5. Industry Analysis - Porter's Five Forces Analysis
- 3.6. Market Entry Strategies

## **CHAPTER 4. INDIA PET FOOD MARKET: CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Influencing Buying Behavior
- 4.4. Consumer Service Adoption Trends
- 4.5. Key Observations & Findings

## **CHAPTER 5. INDIA PET FOOD MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 5.1. India Pet Food Market, by Product: Key Takeaways
- 5.2. Product Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, by Product, 2018 - 2030 (USD Million, Kilo Tons)
  - 5.3.1. Wet pet food
    - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
  - 5.3.2. Dry pet food
    - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
  - 5.3.3. Snacks/Treats
    - 5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)

## **CHAPTER 6. INDIA PET FOOD MARKET: PET TYPE ESTIMATES & TREND ANALYSIS**

- 6.1. India Pet Food Market, by Pet Type: Key Takeaways
- 6.2. Pet Type Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, by Pet Type, 2018 - 2030 (USD Million, Kilo Tons)
  - 6.3.1. Cats
    - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
  - 6.3.2. Dogs
    - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
  - 6.3.3. Others
    - 6.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)

## **CHAPTER 7. INDIA PET FOOD MARKET: CATEGORY ESTIMATES & TREND**

## ANALYSIS

- 7.1. India Pet Food Market, by Category: Key Takeaways
- 7.2. Category Movement Analysis & Market Share, 2024 & 2030
- 7.3. Market Estimates & Forecasts, by Category, 2018 - 2030 (USD Million, Kilo Tons)
  - 7.3.1. Traditional Pet Food
    - 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
  - 7.3.2. Specialist Veterinary Nutrition
    - 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
  - 7.3.2.2. Cats
    - 7.3.2.2.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
  - 7.3.2.3. Dogs
    - 7.3.2.3.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
  - 7.3.2.4. Others
    - 7.3.2.4.1. Market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)

## CHAPTER 8. INDIA PET FOOD MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 8.1. India Pet Food Market, by Distribution Channel: Key Takeaways
- 8.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030
- 8.3. Market Estimates & Forecasts, by Distribution Channel, 2018 - 2030 (USD Million)
  - 8.3.1. Hypermarkets & Supermarkets
    - 8.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.3.2. Convenience Stores
    - 8.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.3.3. E-commerce
    - 8.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.3.4. Pet Specialty Stores
    - 8.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 8.3.5. Others
    - 8.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## CHAPTER 9. COMPETITIVE ANALYSIS

- 9.1. Recent Developments & Impact Analysis by Key Market Participants
- 9.2. Company Categorization
- 9.3. Participant's Overview
- 9.4. Financial Performance

- 9.4.1. Revenue
- 9.4.2. COGS
- 9.4.3. Gross Profit Margin (%)
- 9.4.4. EBIT/EBITDA
- 9.4.5. Regional Revenue Breakdown
- 9.4.6. Business Segment Revenue Breakdown (as per annual report)
- 9.5. Product Benchmarking
- 9.6. Company Market Share Analysis, 2024 (%)
- 9.7. Company Heat Map Analysis
- 9.8. Strategy Mapping
- 9.9. Company Profiles
  - 9.9.1. The J.M. Smucker Company
    - 9.9.1.1. Company Overview
    - 9.9.1.2. Financial Performance
    - 9.9.1.3. Product Portfolios
    - 9.9.1.4. Strategic Initiatives
  - 9.9.2. Nestl? Purina
    - 9.9.2.1. Company Overview
    - 9.9.2.2. Financial Performance
    - 9.9.2.3. Product Portfolios
    - 9.9.2.4. Strategic Initiatives
  - 9.9.3. Mars, Incorporated
    - 9.9.3.1. Company Overview
    - 9.9.3.2. Financial Performance
    - 9.9.3.3. Product Portfolios
    - 9.9.3.4. Strategic Initiatives
  - 9.9.4. LUPUS Alimento
    - 9.9.4.1. Company Overview
    - 9.9.4.2. Financial Performance
    - 9.9.4.3. Product Portfolios
    - 9.9.4.4. Strategic Initiatives
  - 9.9.5. Total Alimentos
    - 9.9.5.1. Company Overview
    - 9.9.5.2. Financial Performance
    - 9.9.5.3. Product Portfolios
    - 9.9.5.4. Strategic Initiatives
  - 9.9.6. Hill's Pet Nutrition, Inc.
    - 9.9.6.1. Company Overview
    - 9.9.6.2. Financial Performance

- 9.9.6.3. Product Portfolios
- 9.9.6.4. Strategic Initiatives
- 9.9.7. General Mills Inc.
  - 9.9.7.1. Company Overview
  - 9.9.7.2. Financial Performance
  - 9.9.7.3. Product Portfolios
  - 9.9.7.4. Strategic Initiatives
- 9.9.8. WellPet LLC
  - 9.9.8.1. Company Overview
  - 9.9.8.2. Financial Performance
  - 9.9.8.3. Product Portfolios
  - 9.9.8.4. Strategic Initiatives
- 9.9.9. The Hartz Mountain Corporation
  - 9.9.9.1. Company Overview
  - 9.9.9.2. Financial Performance
  - 9.9.9.3. Product Portfolios
  - 9.9.9.4. Strategic Initiatives
- 9.9.10. Diamond Pet Foods
  - 9.9.10.1. Company Overview
  - 9.9.10.2. Financial Performance
  - 9.9.10.3. Product Portfolios
  - 9.9.10.4. Strategic Initiatives

## List Of Tables

### LIST OF TABLES

Table 1. India pet food market - Key market driver analysis

Table 2. India pet food market - Key market restraint analysis

Table 3. India pet food market estimates & forecast, by product (USD Million, Kilo Tons)

Table 4. India pet food market estimates & forecast, by pet type (USD Million, Kilo Tons)

Table 5. India pet food market estimates & forecast, by category (USD Million, Kilo Tons)

Table 6. India pet food market estimates & forecast, by distribution channel (USD Million, Kilo Tons)

Table 7. Recent developments & impact analysis by key market participants

Table 8. Company market share, 2024

Table 9. Company heat map analysis

Table 10. Companies undergoing key strategies

## List Of Figures

### LIST OF FIGURES

- Fig. 1 India pet food market segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Product snapshot
- Fig. 8 Pet Type snapshot
- Fig. 9 Category snapshot
- Fig. 10 Distribution channel snapshot
- Fig. 11 Regional snapshot
- Fig. 12 Competitive landscape snapshot
- Fig. 13 India pet food market size, 2018 to 2030 (USD Million)
- Fig. 14 India pet food market: Value chain analysis
- Fig. 15 India pet food market: Profit margin analysis
- Fig. 16 India pet food market: Market dynamics
- Fig. 17 India pet food market: Porter's five forces analysis
- Fig. 18 Factors influencing buying decisions for India pet food
- Fig. 19 India pet food market, by product: Key Takeaways
- Fig. 20 India pet food market: Product movement analysis, 2024 & 2030 (%)
- Fig. 21 India wet pet food market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
- Fig. 22 India dry pet food market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
- Fig. 23 India pet treats/snacks market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
- Fig. 24 India pet food market, by pet type: Key Takeaways
- Fig. 25 India pet food market: Pet Type movement analysis, 2024 & 2030 (%)
- Fig. 26 India dog pet food market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
- Fig. 27 India cat pet food market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
- Fig. 28 India other pet food market estimates and forecast, 2018 - 2030 (USD Million, Kilo Tons)
- Fig. 29 India pet food market, by category: Key Takeaways

Fig. 30 India pet food market: Category movement analysis, 2024 & 2030 (%)

Fig. 31 India traditional pet food market estimates and forecasts, 2018 - 2030 (USD Million, Kilo Tons)

Fig. 32 India specialist veterinary nutrition pet food market estimates and forecasts, 2018 - 2030 (USD Million, Kilo Tons)

Fig. 33 India pet food market, by distribution channel: Key Takeaways

Fig. 34 India pet food market: Distribution channel movement analysis, 2024 & 2030 (%)

Fig. 35 India pet food market estimates and forecasts through hypermarkets & supermarkets, 2018 - 2030 (USD Million, Kilo Tons)

Fig. 36 India pet food market estimates and forecasts through convenience stores, 2018 - 2030 (USD Million, Kilo Tons)

Fig. 37 India pet food market estimates and forecasts through e-commerce channels, 2018 - 2030 (USD Million, Kilo Tons)

Fig. 38 India pet food market estimates and forecasts through pet specialty stores, 2018 - 2030 (USD Million, Kilo Tons)

Fig. 39 India pet food market estimates and forecasts through other channels, 2018 - 2030 (USD Million, Kilo Tons)

Fig. 40 Key company categorization

Fig. 41 Company market share analysis, 2024

Fig. 42 Strategic framework of India pet food market

## I would like to order

Product name: India Pet Food Market Size, Share & Trends Analysis Report By Product (Wet Pet Food, Dry Pet Food, Snacks/Treats), By Pet Type (Cats, Dogs), By Category (Traditional Pet Food, Specialist Veterinary Nutrition), By Distribution Channel, And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/I0988B77FD6EEN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I0988B77FD6EEN.html>