

# **India Pet Care Market Size & Analysis by Type (Dog Food, Pet Healthcare, Pet Dietary Supplements, Cat Food and Others) Forecast and Opportunities, 2018-2023**

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## **Abstracts**

India Pet Care Market Size & Analysis by Type (Dog Food, Pet Healthcare, Pet Dietary Supplements, Cat Food and Others) Forecast and Opportunities, 2018-2023

India, Asia's third largest economy has been recording strong economic success over the last couple of decades despite certain challenges. Country's GDP growth was recorded at 6% in 2017, which was faster than any other large economy except China. IMF forecast for Indian economy for 2018 and 2019 is much better owing to roll out of Goods and Services Tax in 2017, which will overall the indirect tax system, improve business sentiments and benefit different industries including pet care market.

According to Marketmonitor's latest report, "India Pet Care Market Size & Analysis by Type (Dog Food, Pet Healthcare, Pet Dietary Supplements, Cat Food and Others) Forecast and Opportunities, 2018-2023", India pet care market continues to grow in double digits despite headwinds like demonetization of 2016 and GST implementation in 2017. Though, its whooping growth was impacted in late 2016 as well as early 2017 and could only recover after March 2017. India pet care industry advanced with a value CAGR of 23% during 2012-17 and its outlook for the forecast period remains bright. Dog food is the engine of pet care market in India and the category accounted for over 80% value share in 2017. Other pet product like pet toys, pet accessories etc. also saw strong CAGR growth of over 21% during 2012-17. Change in the urban lifestyle & consumption pattern coupled with rise in the disposable income has helped pet care market considerably.

Pet ownership of dogs and other pets in India has increased substantially over the past decade and this has contributed towards increased demand of pet care products. High growth potential has attracted more investments and many pet start ups like Dogspot, Heads Up for Tails, Nimble Wireless have come up over the past three years. Growing pet humanization has caused the pet care players to offer natural products that are gluten free, GMO free with increased health benefits. Pet food manufacturers are offering dog food with Omega 3 and 6 fatty acids for healthy skin, probiotics in dry formula to help maintain digestive health, glucosamine for healthy joints and strong bones, and vitamins and minerals for complete and balanced nutrition of dogs.

As far as competitive landscape is concerned, Mars International and Royal Canin are both well established as pet care companies, having a strong brand recognition and credibility among Indian pet parents. Mars leads the market in value & volume terms and with Royal Canin and Indian Broiler Group, the top three players accounted for over 65% value market share in 2017. India Pet Care report elaborates the following aspects of pet care market in the country.

India Pet Care Market Size, Share & Forecast

Segmental Analysis: By Type (Dog Food, Pet Healthcare, Pet Dietary Supplements, Cat Food and Other Pet Products) By Company & By Region

Import-Export Analysis

Key Industry Drivers & Challenges

Market Trends & Developments

India Macro Economic Analysis

Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

To have a comprehensive understanding of India pet care market

To help pet care companies in making informed decision through in-depth

knowledge of the macro drivers, challenges and on-going industry trends

To obtain competitive advantage over your rivals

To add weight to presentations and marketing material

To avail 10% customization in the report without any extra charges and get research data or trends added in the report as per the buyer's specific needs

### Research Methodology

Marketmonitor uses primary and secondary sources to collect the information and validates them to present the 360 degree view of the industry. Primary research includes interviews with pet food companies, retailers and industry analysts while Secondary research focuses on intensive and extensive search of relevant publications i.e. industry magazines, public and private institutions' industry studies, company annual reports, and other proprietary databases.

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