

India Dog Food Market By Product Type (Dry Dog Food, Wet Dog Food, Others), By Ingredients (Plant-based, Animal-based), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F

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Abstracts

Market Overview

The India Dog Food Market was valued at USD 714.39 million in 2025 and is projected to reach USD 1046.94 million by 2031, growing at a CAGR of 6.58% during the forecast period. The market is experiencing strong growth fueled by rising pet ownership, rapid urbanization, and increasing consumer awareness regarding pet health and nutrition. A notable shift is occurring from traditional, home-prepared diets to commercially formulated dog food, especially in metropolitan and Tier-1 cities. Pet owners are increasingly opting for high-quality, specialized products tailored to breed, age, and specific health needs such as immunity, digestion, and coat care. The widespread availability of premium domestic and international brands through e-commerce platforms is expanding access and convenience. Growing endorsements from veterinarians and targeted marketing campaigns highlighting the health benefits of balanced pet diets are also supporting market expansion. With the growth of nuclear families and rising disposable incomes, expenditure on pet well-being, including nutritious food, is becoming a regular household priority in India.

Key Market Drivers

Rising Pet Ownership and Humanization of Dogs

India is witnessing a substantial rise in pet ownership, especially across urban and semi-urban areas, which is driving demand for quality dog food. Increasingly, dogs are being treated not just as pets but as members of the family, a behavioral shift known as the 'humanization of pets.' As of 2024, dogs account for 63% of pet ownership in India. This emotional bond is encouraging pet parents to choose nutritious and premium food products for their pets, with a strong focus on overall well-being and longevity. Millennial and Gen Z consumers are at the forefront of this trend, often treating their dogs as companions or even surrogate children. They are more likely to invest in premium food, dietary supplements, and customized meal plans. The proliferation of pet-friendly services—such as cafes, grooming centers, and veterinary wellness clinics—is reinforcing this lifestyle, driving continued demand for diverse and specialized dog food products tailored to modern pet care expectations.

Key Market Challenges

Low Penetration in Rural and Tier-3 Markets

While urban areas are witnessing a boom in demand for commercial dog food, penetration in rural and Tier-3 regions remains low. In these areas, pet owners often rely on leftover food or home-cooked meals due to tradition, cost sensitivity, and limited awareness of canine nutritional requirements. Specialized dog food is perceived as non-essential, and affordability concerns further hinder adoption. Additionally, the lack of established distribution networks and shelf presence in rural retail outlets makes availability a persistent challenge. E-commerce, although growing, still faces hurdles such as poor internet access, limited digital literacy, and last-mile delivery issues in these regions. As a result, a significant portion of the market potential remains untapped. Overcoming these barriers will require awareness campaigns, pricing strategies tailored to rural buyers, and investments in distribution and retail infrastructure to bridge the urban-rural gap.

Key Market Trends

Shift Toward Premium, Natural, and Functional Dog Food

The Indian dog food market is undergoing a marked shift toward premiumization, with growing consumer demand for natural, organic, and functional food products. More than 40% of pet owners in urban India now prefer feeding their pets human-grade or natural ingredients that exclude artificial colors, preservatives, and additives. Consumers are

increasingly selecting products formulated with high-quality proteins, plant-based nutrients, and added vitamins or probiotics aimed at supporting specific health concerns such as joint health, digestion, or skin conditions. Functional foods, including grain-free and allergen-sensitive diets, are gaining popularity among health-conscious pet owners. Brands are introducing breed-specific and age-tailored formulas, while packaging innovations such as resealable pouches and transparent ingredient labeling cater to the expectations of educated, discerning buyers. This trend is gradually extending beyond metros to Tier-2 cities, reflecting broader consumer shifts toward wellness-oriented choices and ethical sourcing in pet care.

Key Market Players

Mars International India Private Limited

Nestlé India Limited

Himalaya Drug Company Private Limited

Drools Pet Food Private Ltd

Venky's (India) Limited

Goa Medicos Private Limited (Farmina)

AOV Agro Foods Pvt. Ltd

Bharat International Pet Foods Private Limited

Orange Pet Nutrition Private Limited

Hausberg Private Limited

Report Scope:

In this report, the India Dog Food Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Dog Food Market By Product Type (Dry Dog Food, Wet Dog Food, Others), By Ingredients (Plant-based, Anima...

India Dog Food Market, By Product Type:

Dry Dog Food

Wet Dog Food

Others

India Dog Food Market, By Ingredients:

Plant-based

Animal-based

India Dog Food Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Others

India Dog Food Market, By Region:

North

South

East

West

Competitive Landscape

India Dog Food Market By Product Type (Dry Dog Food, Wet Dog Food, Others), By Ingredients (Plant-based, Anima...

Company Profiles: Detailed analysis of the major companies present in the India Dog Food Market.

Available Customizations:

India Dog Food Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. INDIA DOG FOOD MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Dry Dog Food, Wet Dog Food, Others)

5.2.2. By Ingredients (Plant-based, Animal-based)

5.2.3. By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others)

5.2.4. By Region

5.2.5. By Company (2025)

5.3. Market Map

6. INDIA DRY DOG FOOD MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Ingredients

6.2.2. By Distribution Channel

7. INDIA WET DOG FOOD MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Ingredients

7.2.2. By Distribution Channel

8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

9. MARKET TRENDS & DEVELOPMENTS

9.1. Merger & Acquisition (If Any)

9.2. Product Launches (If Any)

9.3. Recent Developments

10. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

11. PORTERS FIVE FORCES ANALYSIS

- 11.1. Competition in the Industry
- 11.2. Potential of New Entrants
- 11.3. Power of Suppliers
- 11.4. Power of Customers
- 11.5. Threat of Substitute Products

12. INDIA ECONOMIC PROFILE

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

- 13.1.1. Mars International India Private Limited
 - 13.1.1.1. Business Overview
 - 13.1.1.2. Company Snapshot
 - 13.1.1.3. Products & Services
 - 13.1.1.4. Financials (As Per Availability)
 - 13.1.1.5. Key Market Focus & Geographical Presence
 - 13.1.1.6. Recent Developments
 - 13.1.1.7. Key Management Personnel
- 13.1.2. Nestl? India Limited
- 13.1.3. Himalaya Drug Company Private Limited
- 13.1.4. Drools Pet Food Private Ltd
- 13.1.5. Venky's (India) Limited
- 13.1.6. Goa Medicos Private Limited (Farmina)
- 13.1.7. AOV Agro Foods Pvt. Ltd
- 13.1.8. Bharat International Pet Foods Private Limited
- 13.1.9. Orange Pet Nutrition Private Limited
- 13.1.10. Hausberg Private Limited

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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