

# India Ornamental Fish Market, By Product Type (Tropical Freshwater, Temperate, Marine), By Application (Residential, Commercial), By Region, Competition Forecast & Opportunities, 2020-2030F

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## Abstracts

### Market Overview

The India Ornamental Fish Market was valued at USD 160.74 million in 2024 and is projected to reach USD 288.78 million by 2030, growing at a CAGR of 10.26% during the forecast period. The market is experiencing notable growth due to rising urbanization, increasing disposable incomes, and the growing popularity of aquascaping. Demand is surging for both freshwater and marine species, particularly among hobbyists and commercial setups. Breeding hubs such as West Bengal, Tamil Nadu, and Kerala play a vital role in production, while exports are steadily expanding. Government support and advancements in breeding techniques further strengthen market development.

### Key Market Drivers

#### Rising Urbanization and Changing Lifestyles

India's rapid urbanization and shifting consumer habits have significantly propelled the ornamental fish market. The urban population reached 519.50 million in 2023, a 2.19% increase from 2022. As more individuals reside in urban, compact environments, interest in low-maintenance pets like ornamental fish is growing. Influences from Western lifestyles and interior design trends have made aquariums popular decorative elements in homes and offices. Additionally, increased awareness of the therapeutic effects of fishkeeping—such as reducing stress—has driven consumer interest. With a

growing middle class and higher disposable incomes, more consumers are purchasing premium fish varieties and investing in attractive aquarium setups, supporting sustained market growth.

## Key Market Challenges

### High Mortality Rates and Disease Outbreaks

A major issue in India's ornamental fish market is the high mortality rate due to disease and improper handling. Many species require specific water parameters, but limited knowledge among breeders and traders often leads to stress-induced illnesses. Factors like water pollution, poor acclimatization practices, and substandard fish feed compound the problem. The misuse of antibiotics raises concerns over environmental sustainability. Unlike commercial aquaculture, the ornamental sector lacks strict health monitoring, making disease outbreaks frequent. The shortage of veterinary experts in ornamental fish care further hampers treatment efforts. Without better disease control, breeder training, and biosecurity measures, sustaining healthy fish stocks remains a key challenge.

## Key Market Trends

### Increasing Popularity of Aquascaping and Planted Aquariums

Aquascaping and planted aquariums are gaining rapid traction in India, emerging as a significant trend within the ornamental fish sector. Consumers are embracing these visually appealing and customizable aquatic landscapes for both personal enjoyment and interior design. This trend reflects a shift toward aesthetically curated aquarium experiences that go beyond traditional fishkeeping. As awareness grows through social media and aquarium expos, more hobbyists are investing in live plants, specialized substrates, and lighting systems to create natural underwater environments. The appeal of aquascaping lies in its blend of art and science, offering an engaging, therapeutic hobby that continues to drive market interest.

## Key Market Players

Kerala Aqua Ventures International Limited

Aqualine Exports

APR Tropical Fish Private Limited

Fabcern Pet Care Pvt Ltd

Aqua Life Export International

Pescina Indica

Tropical Fish Aquarium Pvt. Ltd

Travancore Aquapets

L. G. Enterprise

Aquatic World

#### Report Scope:

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

#### India Ornamental Fish Market, By Product Type:

Tropical Freshwater

Temperate

Marine

#### India Ornamental Fish Market, By Application:

Residential

Commercial

#### India Ornamental Fish Market, By Region:

South

North

West

East

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Ornamental Fish Market.

## Available Customizations:

India Ornamental Fish 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. Market 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. INDIA ORNAMENTAL FISH MARKET OUTLOOK

- 4.1. Market Size & Forecast
  - 4.1.1. By Value
- 4.2. Market Share & Forecast
  - 4.2.1. By Product Type (Tropical Freshwater, Temperate, Marine)
  - 4.2.2. By Application (Residential, Commercial)
  - 4.2.3. By Region
  - 4.2.4. By Company (2024)

#### 4.3. Market Map

### **5. INDIA TROPICAL FRESHWATER ORNAMENTAL FISH MARKET OUTLOOK**

#### 5.1. Market Size & Forecast

##### 5.1.1. By Value

#### 5.2. Market Share & Forecast

##### 5.2.1. By Application

### **6. INDIA TEMPERATE FRESHWATER ORNAMENTAL FISH MARKET OUTLOOK**

#### 6.1. Market Size & Forecast

##### 6.1.1. By Value

#### 6.2. Market Share & Forecast

##### 6.2.1. By Application

### **7. INDIA MARINE ORNAMENTAL FISH MARKET OUTLOOK**

#### 7.1. Market Size & Forecast

##### 7.1.1. By Value

#### 7.2. Market Share & Forecast

##### 7.2.1. By Application

### **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. INDIA ECONOMIC PROFILE**

### **11. POLICY & REGULATORY LANDSCAPE**

### **12. COMPETITIVE LANDSCAPE**

## 12.1. Company Profiles

- 12.1.1. Kerala Aqua Ventures International Limited
  - 12.1.1.1. Business Overview
  - 12.1.1.2. Company Snapshot
  - 12.1.1.3. Products & Services
  - 12.1.1.4. Financials (As Per Availability)
  - 12.1.1.5. Key Market Focus & Geographical Presence
  - 12.1.1.6. Recent Developments
  - 12.1.1.7. Key Management Personnel
- 12.1.2. Aqualine Exports
- 12.1.3. APR Tropical Fish Private Limited
- 12.1.4. Fabcern Pet Care Pvt Ltd
- 12.1.5. Aqua Life Export International
- 12.1.6. Pescina Indica
- 12.1.7. Tropical Fish Aquarium Pvt. Ltd
- 12.1.8. Travancore Aquapets
- 12.1.9. L. G. Enterprise
- 12.1.10. Aquatic World

## 13. STRATEGIC RECOMMENDATIONS

## 14. ABOUT US & DISCLAIMER

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