

# India Pet Fitness Care Market, By Pet Type (Dog, Cat, Others), By Solution Type (Products/ Equipment, Software, Services, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F

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## Abstracts

### Market Overview

India pet fitness care market was valued at USD 161.56 Million in 2025 and is expected to reach USD 283.11 Million by 2031 with a CAGR of 9.8% during the forecast period. The India pet fitness care market is witnessing impressive momentum, propelled by a convergence of urban lifestyle shifts, deepening emotional bonds between owners and pets, increased digitalization, and health-conscious consumer behaviors. As rapid urbanization and shrinking household sizes foster a surge in pet adoption—often as companions for emotional support—pet parents are increasingly prioritizing their pets' health and well-being, treating them as integral family members. This evolution is supported by heightened awareness of pet obesity, with health issues such as diabetes and joint ailments prompting demand for fitness-focused solutions like treadmill workouts, hydrotherapy, and activity-based wellness programs in metropolitan centers. The nation's digital transformation plays a critical role: faster e-commerce growth (a 95% year-on-year rise in online pet care sales during FY 25), rising use of tele-vet consultations, and the emergence of smart wearable devices and app-based fitness trackers are making fitness care more accessible and personalized. Moreover, millennial and Gen Z pet owners—driving tech adoption—are fueling demand for premium, health-oriented pet care options, including subscription-based fitness services and wellness plans. Another upward trend is the growing popularity of holistic health approaches, where ancient practices like Ayurvedic supplements and herbal remedies are integrated into pet fitness regimens. Lastly, the rise of sustainability and eco-conscious attitudes in India is influencing product design and service delivery, with

biodegradable workout accessories, organic health supplements, and environmentally mindful fitness equipment gaining preference among urban pet parents. Collectively, these social, digital, and wellness-centered shifts are converging to transform the pet fitness care landscape in India, making it one of the fastest-advancing and most promising sub-segments of the broader pet care ecosystem.

## Key Market Drivers

### Rising Pet Humanization and Health Awareness

One of the most important forces driving the India pet fitness care market is the rising phenomenon of pet humanization, where owners are treating their pets not merely as animals but as family members deserving of equal care and attention. In India, urban households are increasingly adopting dogs, cats, and other companion animals as lifestyle choices, emotional support companions, or even substitutes for children in nuclear families. This change is leading to higher spending on pet wellness, including structured exercise, dietary management, and preventive healthcare. The Indian Pet Industry Advisory Council reports that 71% of Indian respondents now own pets, and over half of these households have two or more pets—a sign of increasing emotional value placed on pets as household members. Pet obesity is a growing concern in India, mirroring trends seen in developed countries, and it has created heightened awareness among owners about the need for regular fitness routines to prevent chronic ailments like arthritis, cardiovascular problems, and diabetes in pets. As more veterinarians and pet care specialists emphasize the importance of structured fitness regimens, pet parents are adopting solutions such as treadmills, exercise equipment, hydrotherapy pools, and outdoor training programs. Additionally, fitness is no longer being perceived as a one-time intervention but as a continuous lifestyle necessity for pets. The rapid rise of veterinary clinics, pet wellness centers, and fitness studios in Indian cities further reinforces the awareness that pet health must be proactively maintained. With a growing middle class willing to spend on quality care, health-conscious millennial and Gen Z pet parents are increasingly investing in fitness-focused products and services, fueling consistent demand in this segment. This cultural shift toward treating pets as holistic beings whose emotional and physical well-being matters as much as that of humans has made pet humanization and health awareness the cornerstone of market growth.

## Key Market Challenges

### Limited Awareness and Cultural Barriers in Non-Metro Regions

One of the most pressing challenges hindering the growth of the pet fitness care market in India is the uneven level of awareness and cultural acceptance of structured fitness programs for pets. While urban centers such as Delhi NCR, Mumbai, Bengaluru, and Hyderabad are witnessing rapid adoption of wellness-focused services, smaller towns and rural areas remain largely uninformed about the importance of pet fitness. Many pet owners outside major metros still consider pets primarily for functional roles, such as guarding homes or livestock management, rather than companions requiring holistic care. As a result, there is a general lack of understanding about the long-term health consequences of neglecting fitness, such as obesity, joint disorders, or cardiovascular diseases in pets. Even in urban households, while awareness is improving, there is still a perception that regular walks or unstructured playtime are sufficient to maintain fitness, undermining the demand for advanced solutions like treadmills, hydrotherapy, or structured wellness programs. Cultural beliefs also play a role, with some communities reluctant to invest significantly in animal care beyond basic food and shelter. Moreover, the absence of widespread government or institutional campaigns about pet wellness means that information flow is largely dependent on private companies, veterinarians, or niche social media influencers, which limits its reach. This lack of uniform awareness creates a fragmented market where only a small fraction of pet owners actively invest in fitness services, slowing down the sector's overall penetration and scalability.

## Key Market Trends

### Integration of Technology and Smart Devices in Pet Fitness Care

A major trend redefining the Indian pet fitness care market is the growing integration of technology, particularly smart devices and digital platforms, into fitness solutions. With the rapid penetration of smartphones and the rising comfort of Indian consumers with wearable technology, pet owners are increasingly turning to digital solutions to monitor and manage their pets' health and fitness. Smart collars, GPS-enabled activity trackers, and app-based wellness platforms that provide insights into daily steps, calorie burn, rest cycles, and heart rate patterns are gaining traction, especially among younger, tech-savvy pet parents in metro areas. These devices not only allow real-time monitoring but also help pet owners identify early signs of health problems, enabling preventive care. For instance, activity logs and health insights can alert owners to obesity risks or irregular activity patterns, prompting timely vet visits. Moreover, the integration of telehealth and mobile applications has brought convenience, where pet owners can track fitness goals, book sessions with trainers, or receive online consultations with veterinarians. The gamification of fitness—where apps reward owners for maintaining

consistency in pet workouts—is another emerging feature that resonates well with India’s growing millennial and Gen Z pet-owning population. In addition, AI-enabled solutions that analyze behavior patterns and provide customized exercise recommendations are slowly making their way into the market. This fusion of technology and pet care is creating a holistic ecosystem where fitness care is not just a service but a data-driven, personalized, and continuously evolving practice, driving long-term engagement among owners who want to ensure optimal well-being for their pets.

### Key Market Players

Earth Paws Private Limited

Sixth Sense Retail Private Limited

Cosmo First Limited

Drools Pet Food Private Limited

Royal Canin India Private Limited

PetsGlam Service Pvt Ltd

Sixth Sense Retail Pvt. Ltd.

Petsy Stores Private Limited

Shodashi Sutras Private Limited

Petofy Private Limited.

### Report Scope:

In this report, the India Pet Fitness Care market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Pet Fitness Care Market, By Pet Type:

Dog

Cat

Others

#### India Pet Fitness Care Market, By Solution Type:

Products/ Equipment

Software

Services

Others

#### India Pet Fitness Care Market, By Region:

North

East

West

South

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Pet Fitness Care market.

#### Available Customizations:

India Pet Fitness Care 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).

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