

# **India Pet Toys Market, By Pet Type (Dog, Cat, Others), By Distribution Channel (Hypermarket/ Supermarket, Specialty Pet Stores, Online, Others), By Product Type (Chew Toys, Interactive Toys, Soft Toys, Plush Toys, Fetch Toys, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F**

<https://marketpublishers.com/r/I113FB435E82EN.html>

Date: August 2025

Pages: 85

Price: US\$ 3,500.00 (Single User License)

ID: I113FB435E82EN

## **Abstracts**

### **Market Overview**

India pet toys market was valued at USD 501.06 Million in 2025 and is expected to reach USD 1,015.79 Million by 2031 with a CAGR of 12.5% during the forecast period. The India pet toys market is witnessing robust growth, driven by rising pet ownership, growing humanization of pets, and increasing disposable incomes among urban households. A notable socio-cultural shift has positioned pets, particularly dogs and cats, as integral family members, thereby escalating demand for high-quality, engaging, and mentally stimulating toys. Urbanization and the proliferation of nuclear families have contributed to pet companionship becoming a common emotional support mechanism, resulting in elevated spending on pet care, including toys.

Furthermore, increased awareness regarding pet mental health and the role of toys in alleviating boredom and destructive behavior has significantly boosted demand for interactive and enrichment-based products. The rising influence of social media and pet-focused content has also normalized premium spending on pet accessories, pushing both global and domestic brands to innovate and expand their offerings in India. The market has seen heightened product diversification, such as eco-friendly, non-toxic, and breed-specific toys, catering to the evolving preferences of pet parents. Moreover, the growing e-commerce sector has improved accessibility and visibility of a wide range of

pet toys, especially in Tier II and Tier III cities, where physical specialty pet stores may be limited. Online platforms provide detailed product information, reviews, and personalized recommendations, enhancing consumer confidence and purchase frequency.

## **Key Market Drivers**

### **Rising Pet Humanization and Shifting Perceptions of Pet Companionship**

One of the most significant drivers propelling the growth of the Indian pet toys market is the increasing humanization of pets. Across urban and semi-urban India, there is a clear shift in how pets are perceived—from functional companions or security animals to emotionally integrated family members. By the end of 2023, there were approximately 31 million pet dogs in India, as reported by the Ministry of Health & Family Welfare and dogs being the overwhelmingly preferred pet type. Further, 600,000 pets were adopted annually, with 63% dogs and 37% cats, and pet insurance policies valued at INR 6,500 crore projected by 2025. This cultural transformation is particularly prominent among millennials and Gen Z consumers, who view pet ownership as a lifestyle choice driven by emotional bonding rather than necessity. As pets become “fur babies” in households, spending on their well-being has grown multifold, including on toys that enhance their happiness, mental engagement, and physical activity. Unlike the past, where toys were often improvised from household items, modern pet owners are consciously purchasing specialized toys designed to meet specific behavioral or developmental needs of their pets. Consumers now seek products that replicate the level of care, enrichment, and variety they would offer a child, including chew-resistant materials, breed-specific sizes, or cognitive development-focused interactive toys. The human-animal bond has evolved into a social and emotional investment, which translates directly into increased willingness to spend on high-quality, premium toys. This psychological elevation of pets as emotionally responsive beings who deserve comfort, stimulation, and playtime is a fundamental force shaping demand across demographics. Consequently, the market for toys—once a low-priority segment in pet care—is now receiving significant consumer attention and brand innovation, pushing up product volumes, price points, and frequency of repurchase.

## **Key Market Challenges**

### **Price Sensitivity and Low Penetration in Non-Metro Markets**

Despite growing urban affluence and pet humanization trends, the Indian pet toys

market faces a fundamental challenge: significant price sensitivity among the broader consumer base, especially in non-metro and rural regions. While Tier I cities are witnessing rising adoption of premium pet care products, a vast portion of Indian pet owners—particularly in Tier II, Tier III cities, and rural areas—remain highly cost-conscious. For many in these regions, pets are still viewed through a utilitarian lens (e.g., as security or working animals), which limits discretionary spending on non-essential items like toys. Even in emerging urban centers, consumers frequently substitute pet toys with household objects such as ropes, sticks, or fabric scraps, viewing formal toys as unnecessary or overpriced. This results in a low household penetration of branded or purpose-designed toys. Moreover, many pet toy products are imported or made with premium materials, which increases their cost and puts them out of reach for large segments of the population. While local and unorganized manufacturers attempt to fill this gap with low-cost alternatives, their offerings often compromise on quality, safety, and durability—further deterring long-term customer trust and market development. This divide between affordability and quality underscores a structural weakness in the market. Unless brands innovate with cost-effective, localized solutions without sacrificing safety standards, the market's total addressable consumer base will remain constrained. In effect, the economic diversity of India creates a two-speed market: one that is growing rapidly in affluent segments, and another that remains largely untapped.

## **Key Market Trends**

### **Rise of Sustainable and Eco-Friendly Pet Toys**

One of the most significant emerging trends in the Indian pet toys market is the growing demand for sustainable, eco-friendly, and non-toxic products. As environmental consciousness deepens among Indian consumers, there is a parallel expectation that pet products—especially those frequently chewed, licked, or ingested—adhere to high safety and sustainability standards. This trend mirrors global movements but has found strong resonance in India due to increasing awareness around plastic pollution, toxic dyes, and unsafe imported goods. Brands are responding by introducing toys made from biodegradable materials such as organic cotton, natural rubber, jute, hemp, and recycled fabrics. These products not only appeal to environmentally conscious consumers but also assure pet owners of health safety, as pets often explore their environment through mouthing and chewing. The push toward sustainability also reflects a broader consumer lifestyle shift, wherein purchases—whether for humans or pets—are being filtered through the lens of ethical sourcing and minimal environmental impact. As an extension, packaging is also becoming more eco-conscious, with many

companies eliminating plastic wraps and adopting minimalist, recyclable designs. While these sustainable toys may carry a price premium, they are increasingly viewed as a responsible investment, especially by urban millennial and Gen Z pet owners. Importantly, the appeal is not just ethical or aesthetic—many consumers report that these toys are more durable and better tolerated by pets. Over time, sustainability is likely to become a baseline expectation, not a niche offering, as regulatory and consumer pressure converge.

## **Key Market Players**

Nestlé/Purina PetCare

KONG Company

Unicharm Corporation

Heads Up For Tails (Earth Paws Pvt. Ltd.)

Funskool (India) Ltd.

Zak International

Toy Worlds International

Olive Overseas

Lari Rubber Company

Ptc Toys

## **Report Scope:**

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

India Pet Toys Market, By Pet Type:

Dog

Cat

Others

#### India Pet Toys Market, By Distribution Channel:

Hypermarket/ Supermarket

Specialty Pet Stores

Online

Others

#### India Pet Toys Market, By Product Type:

Chew Toys

Interactive Toys

Soft Toys

Plush Toys

Fetch Toys

Others

#### India Pet Toys Market, By Region:

North

East

West

South

## **Competitive Landscape**

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

## **Available Customizations:**

India Pet Toys 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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