Pet Food Market in India 2010 by Bharatbook

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The Pet Food market in India has been growing steadily. The market is dominated by certain foreign brands. Other domestic players are looking to foray into various segments and provide a variety of products to lure the pet owners. The market is worth INR 876 mn and shows huge potential for growth with increasing number of pets especially in the urban towns and cities in India. Consumer perceptions are changing rapidly and the pets are increasingly being treated as companions. This has fostered potential for the players to ramp up their products and services in the market. However, the market is dominated by the dog food category but other categories are also slowly evolving with growing attention from players.

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The report begins the market overview section indicating the size and growth of the market including the market share of each segment. It also provides the import structure and highlights the major brands being imported.

An analysis of the drivers explain the factors for growth of the industry including low penetration of branded pet food, increasing pet ownership, increasing consumer awareness, and increasing organized retail chains. The key challenge identified encompasses high import duties and frequent bans on imports. Key trends have also been analyzed including dominance of non-vegetarian dog food, players providing customized products and services, and increasing promotional activities.

The competition section provides an overview of the competitive landscape with the share of players in the branded dog food market and including brief profiles of key domestic and foreign players in the pet food market. The key developments in the sector have also been highlighted.

Market Research

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