



# Pet Parenting Market in India

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A heart full of love, a home full of paws

**A picture always reinforces the concept**

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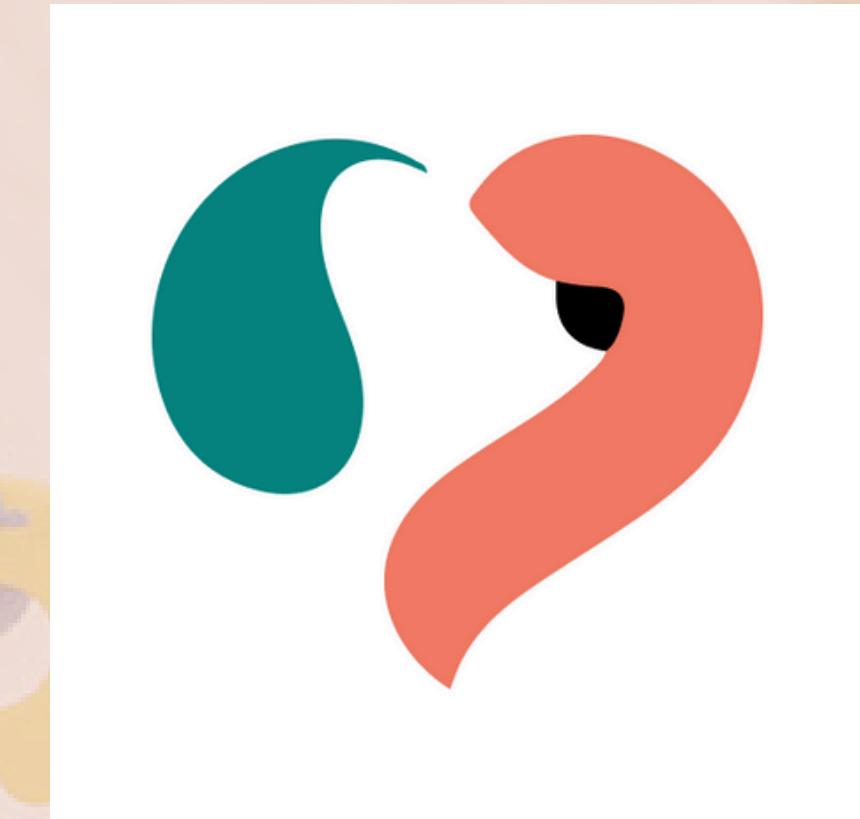
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**Sub-segment:  
Home Delivery  
Services**

# Overview

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The growing number of Gen Z have introduced a new concept in India: pet parenting. The market in India is booming and driven by a growing number of pet owners, particularly among millennials and Gen Z. The data reveals that they seek unconditional love and companionship from pets, particularly dogs. Cats enjoy the entertainment and stress relief they provide. These individuals view their pets as family members, leading to increased spending on premium products and services. The market encompasses many offerings, including pet food, grooming, healthcare, training, and entertainment. Key trends include the rise of e-commerce, the growing popularity of pet cafes and adoption centers, and a focus on holistic pet care.



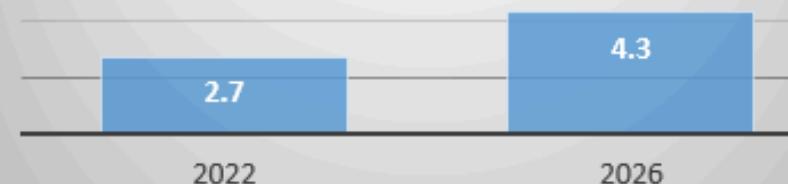
# Market Overview

The pet care market in India is experiencing significant growth, projected to expand from approximately \$1 billion in 2022 to \$2.5 billion by 2025, reflecting a compound annual growth rate (CAGR) of over 15%. By 2028, estimates suggest that the market could reach as high as \$7 billion due to increasing pet ownership and changing consumer attitudes towards pets being considered family members.

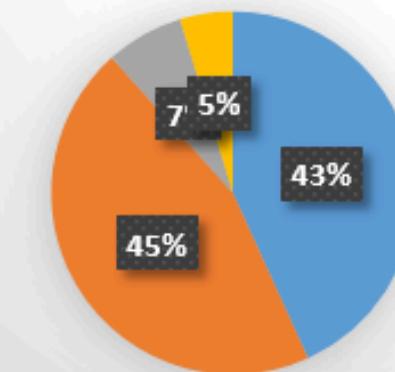
Market Size(In Crore)



Number of Household Dogs (In Crore)

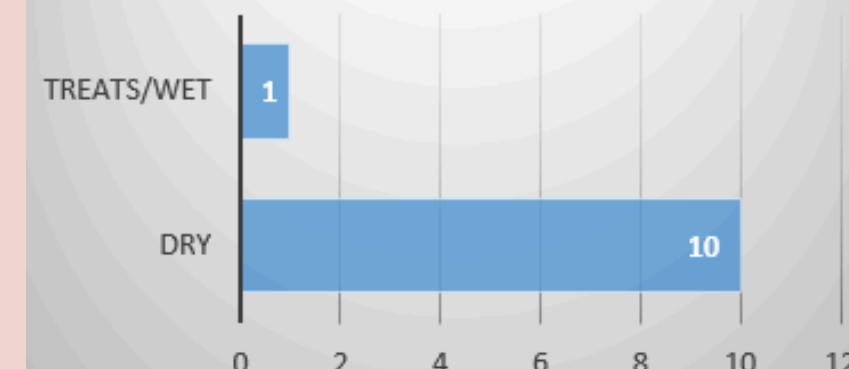


Distribution Channel

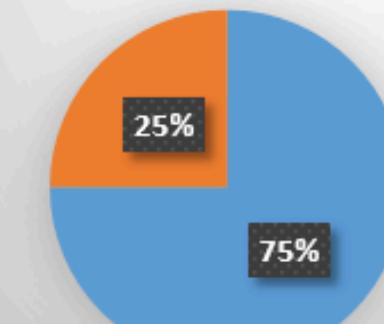


- Pet Shop
- Veterinary Clinic
- E-Commerce
- Other

Food Type Ratio



Food Category Ratio



- Economy
- Premium

# Sub-Segments



## Pet Food

Dominates the market, accounting for about 65% of total spending



## Pet Accessories

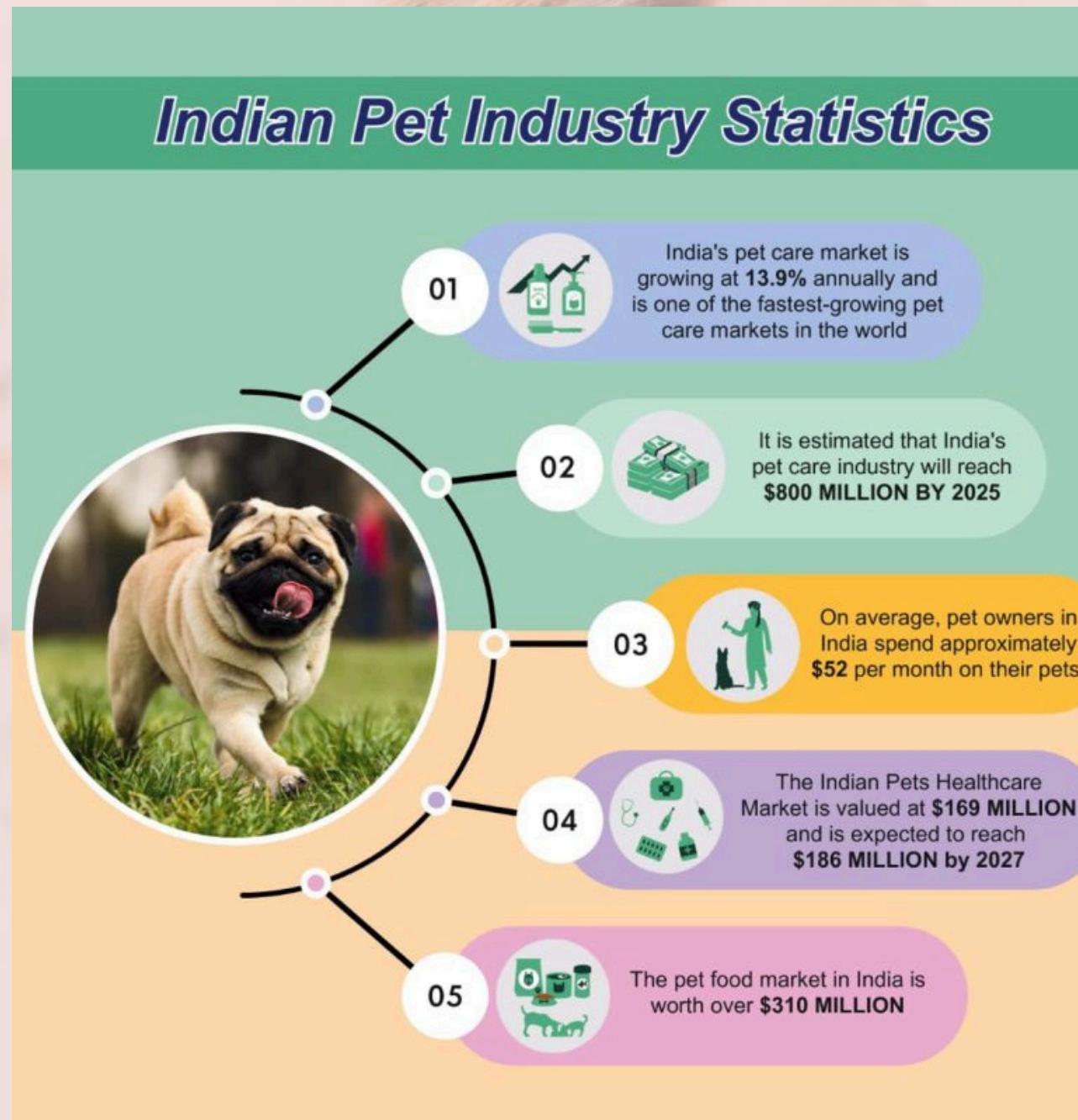
Includes toys, grooming tools, and apparel



## Pet Services

Encompasses grooming, training, boarding, and veterinary care

# Focus on Pet Grooming Services



This analysis will focus on the pet grooming services sub-segment, which is rapidly growing due to urbanization and changing lifestyles. The demand for professional grooming services is rising as pet owners seek convenience and specialized care.

# Jobs to Be Done

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## Convenience

With Pet owners often busy, pets require efficient grooming services that fit their time constraints.



## Health Maintenance

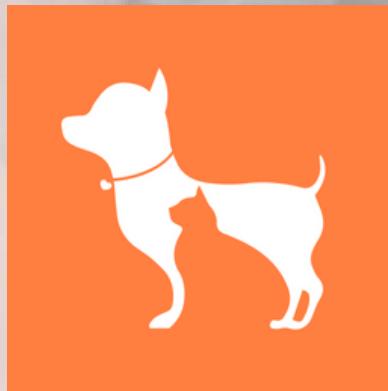
Regular grooming is essential for pet health; owners seek services that promote their pets' well-being

## Quality Care

Owners want assurance that their pets receive high-quality grooming services from trained professionals.

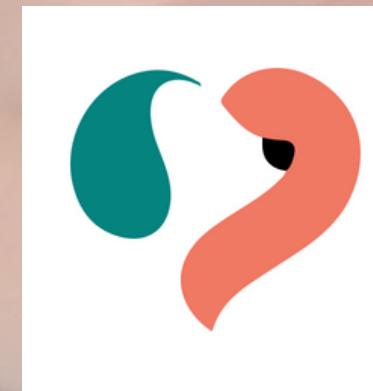
# Key Players in Industry

## Heads Up for Tails (HUFT)



premium products and grooming services with a focus on treating pets as family members

## Kuddle



a comprehensive suite of grooming and care services

## Drools



focuses on nutritional products and has expanded into accessories and treats

# 5 C's

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## Company

Companies are focusing on premiumization, offering high-quality pet food, health supplements, and personalized services to meet the growing demands of pet parents who view their pets as family members.

## Customers

Customers seek convenience, quality, and customization in pet care products and services. There is a growing demand for health-oriented offerings as pet owners become more aware of their pets' nutritional needs.

## Competitors

The competitive landscape includes established brands and emerging startups. Key competitors diversify their offerings to include products (like food and accessories) and services (such as grooming and veterinary care).

## Collaborators

Collaborating with online marketplaces helps companies reach a broader audience. Subscription services are also gaining traction by providing regular deliveries of pet care products.

## Context

The pet care market is witnessing trends such as premiumization, increased digitalization, and a shift towards e-commerce platforms for convenience.

# Recent Trends

## Shift Towards Premium Products

Increased spending on high-quality food and health products.

## Growth of E-commerce

Online sales are expected to account for up to 35% of the market share in the coming years.

## Pet Health Awareness

A growing focus on preventive healthcare and wellness among pet owners.

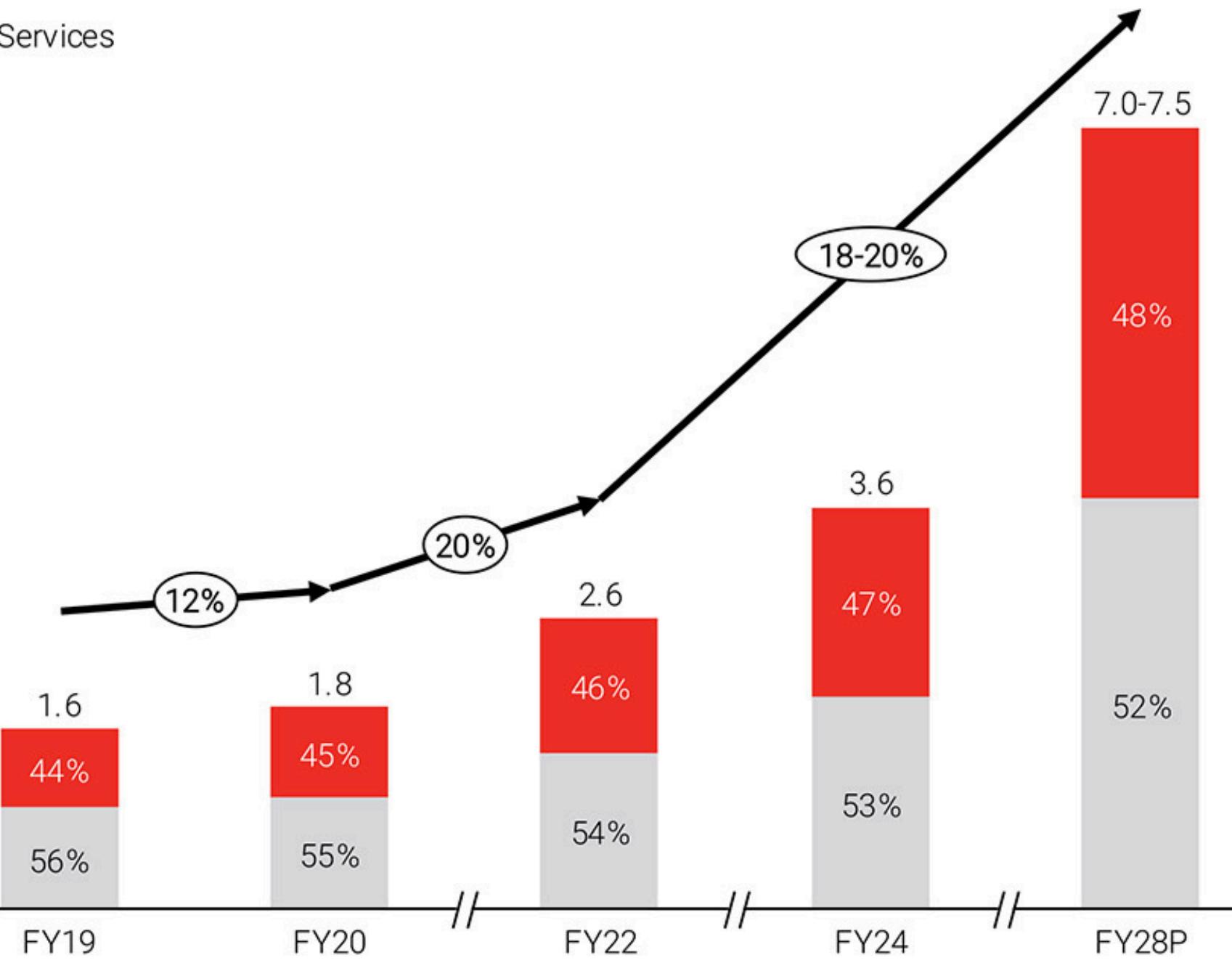


# Future Market Changes

1. Increased adoption of technology in pet care (e.g., smart collars).
2. Enhanced focus on sustainable and organic products.
3. Expansion of service offerings like tele-veterinary consultations.

Total spends on petcare products and services  
In USD billions, FY19-28P

Products  
Services



# Product Development Focus

1. User-Friendly Booking Systems: An app that allows easy scheduling of grooming appointments.
2. Subscription Models: Offering regular grooming packages at discounted rates to encourage repeat business.
3. Educational Content: Providing resources for pet owners about grooming techniques and health maintenance.



# Thanks

