

# Indian Pet Market

Case Study



**Varshit Chouhan**



### MARKET SHARE

The pet parenting market in India is estimated to be around \$500 million to \$600 million as of 2024.

It is expected to grow at a CAGR of 15-20% over the next few years.

### Sub-Segments Analysis

#### Pet Food

Pedigree  
Mars Incorporated  
Drools  
Farmina

#### Pet Healthcare

Vetraise Remedies  
Megha Biotech  
Sriwalls Healthcare  
Vetneeds Labs

#### Pet Grooming

Petacom  
Glenand Group  
Terrai Natural  
Wahl Clipper

#### Pet Accessories

Drools  
Just Dogs  
Pawparazzi  
PawsIndia

Pet Accessories

The India Pet Market, in terms of pet products and services, has experienced an escalation in recent years and reached a value of **USD 9.95 billion**

There are over **31 million** pet **dogs** in India.



There are **2.44 million** pet **cats** in India.



**11%** of people in India own at least **four pets**.



The pet cat population may reach **4.89 million** by 2026.



- Jobs to be Done for Users:**
- Provide essential items like collars, leashes, and beds.
  - Offer stylish and functional clothing and costumes.
  - Ensure safety and comfort with high-quality materials.
  - Provide innovative and interactive toys for mental stimulation.
  - Offer travel accessories for convenience and safety.

SALES CHART	TUXEDO	BOW TIE	CAPS	GPS	COLLAR
DOG	3.5/5	2/5	4/5	3.5/5	3/5
CAT	1.5/5	2.5/5	2.5/5	3.5/5	1/5



Market Share

Sub-Segment

PLAYERS

New Entrant

Product Ideas

## Key Players:

- **Petsy**
- **PawsIndia**
- **Supertails**
- **Alcazar**

The Indian pet accessories market exhibits significant growth potential, yet existing players demonstrate a **limited product diversity**. This presents a compelling opportunity for market entry with innovative and differentiated product offerings. The **introduction of novel and unique pet accessories** has the potential to disrupt the market and drive substantial industry growth.

## Value Proposition:

Quality and Safety: **High-quality materials** and safety standards.

Innovation: **Unique** and interactive products.

**Style and Functionality:** Fashionable and practical accessories.

Safety Purpose: Products like GPS for Pets safety.

## Diverse Categories:

**Basic Needs:** Collars, leashes, harnesses, bowls.

**Grooming:** Brushes, combs, shampoos, conditioners, nail clippers.

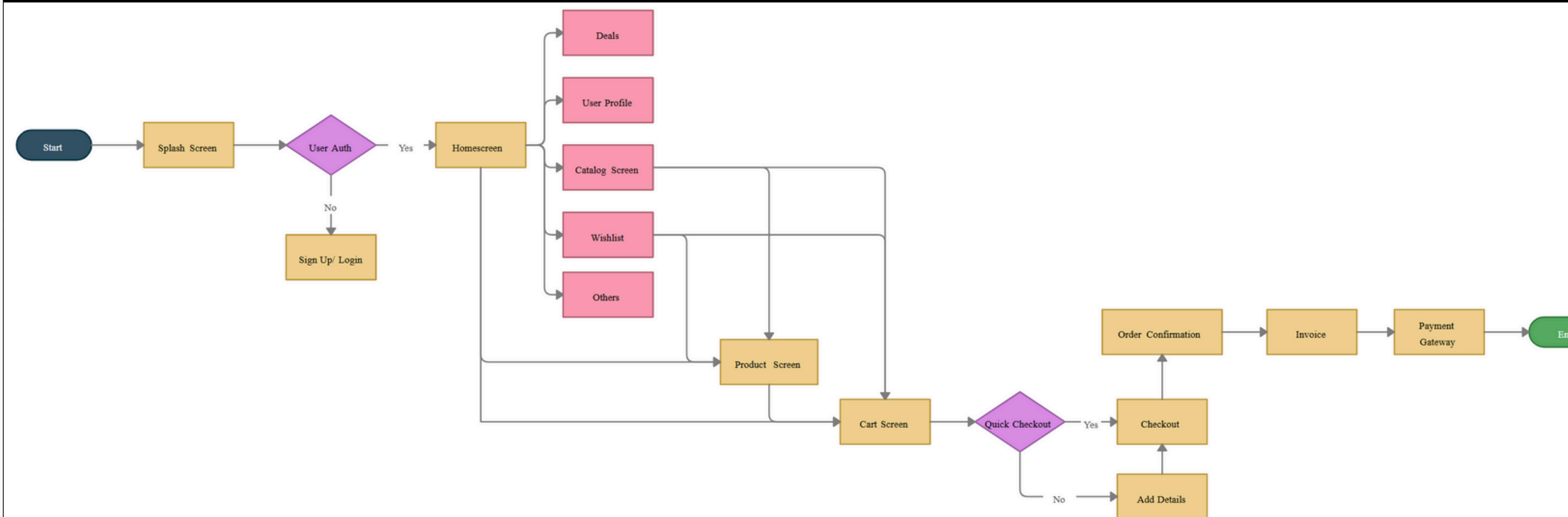
**Comfort & Safety:** Beds, blankets, carriers, travel accessories

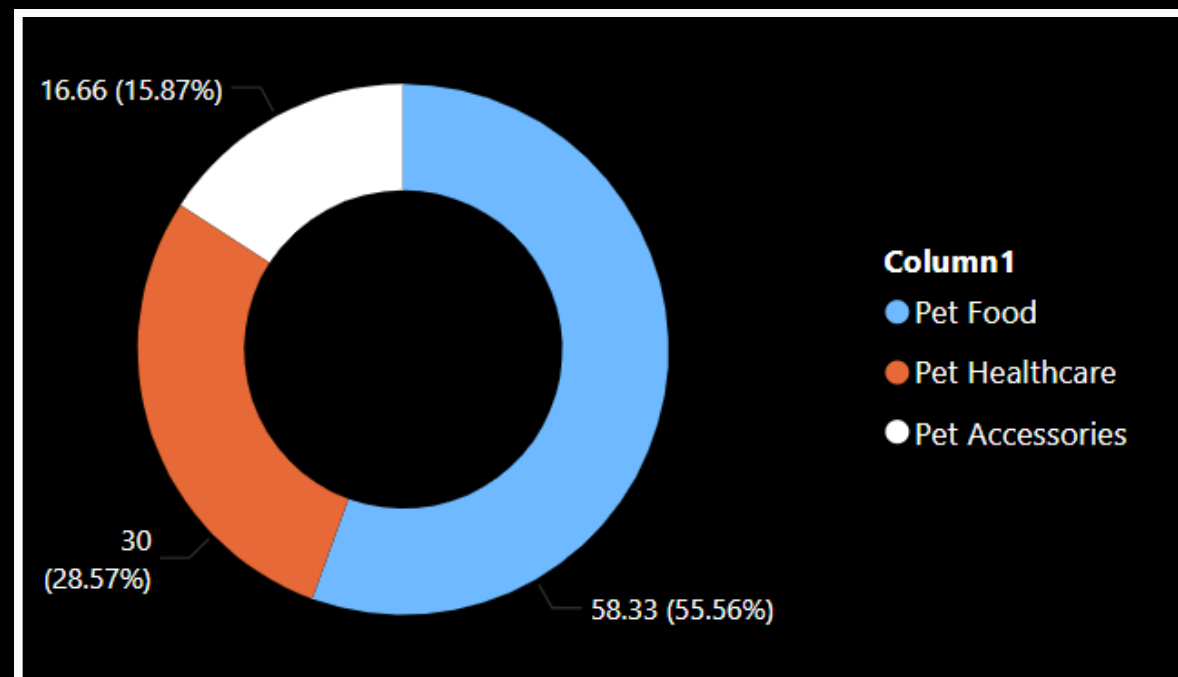
**Entertainment:** Toys (plush, chew, puzzle), interactive toys.

**Healthcare:** Grooming supplies, first aid kits.

**Fashion:** Clothing, shoes, accessories.

## User Journey

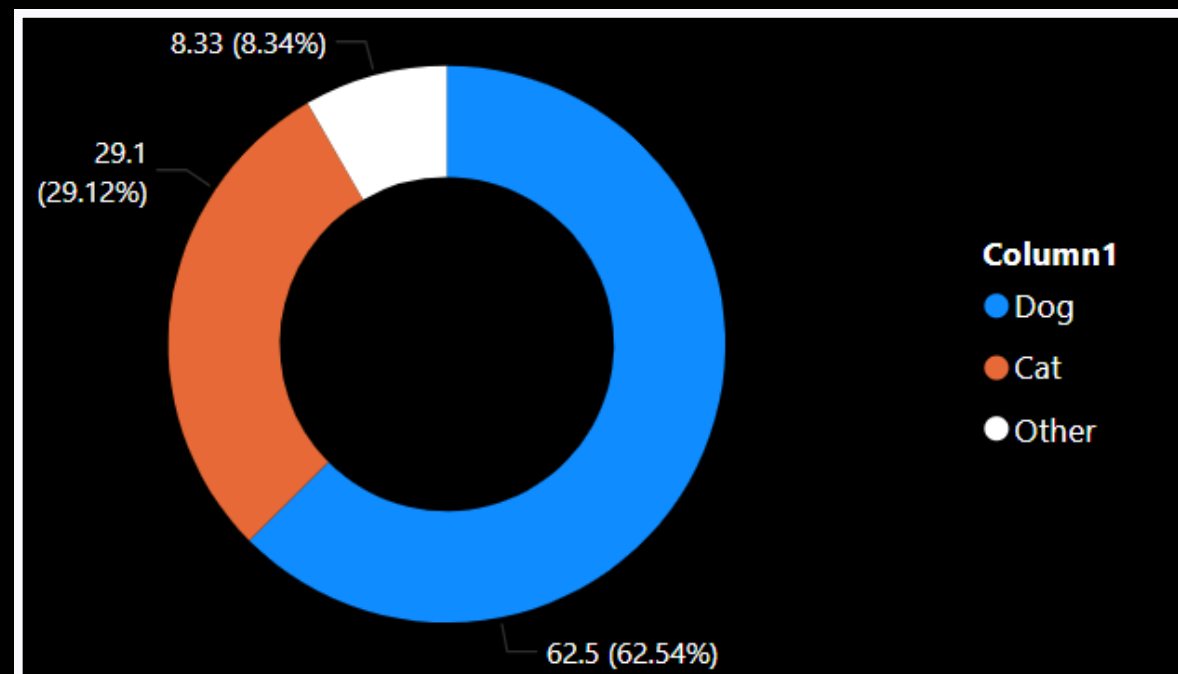




## India Pet Market Challenges

**Lack of Regulatory Standards:** The absence of stringent regulatory standards for pet food and products in India is a significant challenge.

**The development of premium pet accessories face significant challenges.** Premium products inherently command **higher price** points, which can present a barrier to entry for **price-sensitive consumers** in the Indian market



## Differentiation Factors for a New Entrant:

**Unique Product Offerings:** Specialized and innovative accessories.

**Customer Engagement:** Building a community around the brand and **leveraging social media**.

**Sustainability:** **Eco-friendly materials** and sustainable sourcing.

**Technology Integration:** **Smart accessories**, personalized products, and **AI-driven recommendations**.

**Develop a line of high-quality, stylish, and functional pet accessories.**

Market  
Research

Product  
Development

Brand  
Building

Distribution  
Strategy

Customer  
Engagement

Continuous  
Innovation

**Rise in Premium Pet Products:** Over the next five years, the demand for premium pet products is expected to grow significantly. By 2028, it is projected that the premium pet food segment will generate more revenues. -**Ken Research**



### Solution 1: AI-Powered Guidance Wearables

**Concept:** Introduce **AI-powered hand bands** designed for cats and dogs.

**Functionality:** These wearables utilize AI algorithms to guide pets back home.

**Mechanism:**  
Owners activate a "return home" command via a dedicated mobile application.  
The bands transmit guidance signals (e.g., **vibrations, auditory cues**) to direct the pet back to its designated location.

These bands will incorporate a sophisticated **guidance algorithm** featuring a dedicated 'pet training module.' This module will facilitate learning by enabling the pet to associate specific vibrational patterns with the desired **return-home behavior**.

### Solution 2: Elevating Pet Accessories as Style Statements

**Concept:** Position pet accessories as a unique form of personal expression and a **status symbol for pet owners**.

**Approach:** Develop a range of high-end, fashion-forward accessories that enhance the pet's aesthetic appeal.

**Examples:**  
Introduce innovative designs, such as intricately crafted collars, uniquely **patterned leashes**, and temporary, **stylish tattoos** for pets.  
Collaborate with renowned designers to create limited-edition, high-fashion pet accessories.

**Expected Outcomes:**  
Attract a discerning clientele willing to invest in **premium products**.  
Cultivate a strong brand image associated with exclusivity and style.  
Drive significant revenue growth and market differentiation

**THANK YOU**

