

Dog Food in India

July 2023

Table of Contents

Dog Food in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Companies take a digital route to increase consumer awareness and drive sales

Product innovation and widening the product range serve well for major players

Increased demand for pet engagement and bonding drives sales of dog treats

PROSPECTS AND OPPORTUNITIES

Legislation regarding mandatory registration set to both aid and hamper growth

Focusing on local production will help companies overcome supply chain challenges

Educating customers about dogs' diet in tier-2 and tier-3 cities set to fuel growth

CATEGORY INDICATORS

Table 1 - Dog Owning Households: % Analysis 2018-2023

Table 2 - Dog Population 2018-2023

Table 3 - Consumption of Dog Food by Prepared vs Non-prepared: % Analysis 2018-2023

CATEGORY DATA

Summary 1 - Dog Food by Price Band 2023

Table 4 - Sales of Dog Food by Category: Volume 2018-2023

Table 5 - Sales of Dog Food by Category: Value 2018-2023

Table 6 - Sales of Dog Food by Category: % Volume Growth 2018-2023

Table 7 - Sales of Dog Food by Category: % Value Growth 2018-2023

Table 8 - Sales of Dry Dog Food by Life-Cycle: % Value 2018-2023

Table 9 - Sales of Wet Dog Food by Life-Cycle: % Value 2018-2023

Table 10 - NBO Company Shares of Dog Food: % Value 2018-2022

Table 11 - LBN Brand Shares of Dog Food: % Value 2019-2022

Table 12 - LBN Brand Shares of Dog Treats and Mixers: % Value 2019-2022

Table 13 - Distribution of Dog Food by Format: % Value 2018-2023

Table 14 - Forecast Sales of Dog Food by Category: Volume 2023-2028

Table 15 - Forecast Sales of Dog Food by Category: Value 2023-2028

Table 16 - Forecast Sales of Dog Food by Category: % Volume Growth 2023-2028

Table 17 - Forecast Sales of Dog Food by Category: % Value Growth 2023-2028

Pet Care in India - Industry Overview

EXECUTIVE SUMMARY

Pet care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for pet care?

MARKET INDICATORS

Table 18 - Pet Populations 2018-2023

MARKET DATA

Table 19 - Sales of Pet Food by Category: Volume 2018-2023

Table 20 - Sales of Pet Care by Category: Value 2018-2023

Table 21 - Sales of Pet Food by Category: % Volume Growth 2018-2023

Table 22 - Sales of Pet Care by Category: % Value Growth 2018-2023

Table 23 - NBO Company Shares of Pet Food: % Value 2018-2022

Table 24 - LBN Brand Shares of Pet Food: % Value 2019-2022

Table 25 - NBO Company Shares of Dog and Cat Food: % Value 2018-2022

Table 26 - LBN Brand Shares of Dog and Cat Food: % Value 2019-2022

Table 27 - Penetration of Private Label in Pet Care by Category: % Value 2018-2023

Table 28 - Distribution of Pet Care by Format: % Value 2018-2023

Table 29 - Distribution of Pet Care by Format and Category: % Value 2023

Table 30 - Distribution of Dog and Cat Food by Format: % Value 2018-2023

Table 31 - Distribution of Dog and Cat Food by Format and Category: % Value 2023

Table 32 - Forecast Sales of Pet Food by Category: Volume 2023-2028

Table 33 - Forecast Sales of Pet Care by Category: Value 2023-2028

Table 34 - Forecast Sales of Pet Food by Category: % Volume Growth 2023-2028

Table 35 - Forecast Sales of Pet Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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