



Euromonitor  
International

# Dog Food in India

May 2025

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising dog ownership and rising incomes drive growth, along with premiumisation  
Mars International leads dog food, followed by Indian Broiler Group  
Omnichannel strategies, including e-commerce and personalised retail, propel sales

#### PROSPECTS AND OPPORTUNITIES

Tier-2 and tier-3 cities likely to be the emerging frontiers for dog food brands  
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