

# Other Pet Food in India

May 2025

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## Other Pet Food in India - Category analysis

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Growth for other pet food, but dominance of the informal market persists

Growing interest in exotic pets drives niche demand for specialised nutrition

Taiyo maintains its lead in other pet food

## PROSPECTS AND OPPORTUNITIES

Regulatory clarity and awareness campaigns may contribute to growth Specialised and functional nutrition present premiumisation opportunities Omnichannel expansion, with a focus on direct-to-consumer models

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