



# Dog Food in India

June 2024

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## Dog Food in India - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Dog food continues to see double-digit value growth, as pet owners gravitate towards prepared food

Dog treats and mixers maintains momentum as consumers look to engage more with their pets

Players focus on campaigns to engage consumers and educate them about dog food choices

#### PROSPECTS AND OPPORTUNITIES

Campaigns in smaller cities will be key to encourage the use of prepared dog food and drive growth

Players will look to expand production capacity to help reduce costs and maintain margins

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