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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# Urban Pet Ownership and Business Opportunity Mapping in India: A 10-Year Strategic Outlook

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**ABSTRACT:** The ownership of pets in urban India has been growing rapidly within the last ten years due to the changing lifestyles, increasing disposable income, and socio-cultural perspectives. Pets are now seen as part of the family and they offer emotional support, companionship and better well-being, especially in nuclear and dual-income households. This has resulted in the introduction of a multi-billion-dollar pet care industry, where there is significant growth in the product and service segments of premium and specialised pet food, healthcare and veterinary services, grooming, accessories, and services associated with daycare, boarding, and training of pets.

Millennials and the generation Z are key drivers of consumer behaviour in urban regions with an emphasis on convenience, quality, emotional attachment, and technology-based solutions. E-commerce, devices, subscriptions, and animal-based veterinary consultations via apps have reinvented pet owner consumption habits, becoming aspiration and the high-end consumption trends.

In the long term, the strategic opportunities that the company should explore in the coming decade are: the integration of technology, niche and premium product range, pet-friendly urban infrastructure, formalisation of regulations, and more awareness and education to the owners of pets. Cities like Mumbai, Delhi, Bengaluru and Pune are the probable leading adopters as they would determine the urban pet care environment. This report is an in-depth market trends, socio-cultural forces, consumer, and emerging business opportunity analysis of the Indian emerging pet care market with a strategic outlook provided to the stakeholders on long-term growth.

**KEYWORDS:** Urban Pet Ownership, Pet Care Industry, Consumer Behaviour

## I. INTRODUCTION

In India, the urban pet ownership has seen a tremendous increase in the last decade due to urbanisation and increase in disposable incomes and a shift in social dynamics. The rise in the number of nuclear families, delayed marriages as well as an increased focus on companionship have helped to make pets an inseparable part of urban homes (Kalra et al., 2024). The demand of pet-related products and services in the metropolitan cities (Mumbai, Delhi and Bengaluru) increased significantly as well, which can be attributed to the change in attitude of consumers towards quality services and care of their pets (Leggesse et al., 2023).

The resultant effect of this trend is the development of a dynamic pet care industry which includes the pet food, pet grooming, veterinary services, pet insurance and specialised retail. Other companies like Pedigree and Heads Up For Tails have been able to exploit this growth by providing various and creative products to urban customers (Bhutani et al., 2025). In addition, the market growth has been accelerated further with the help of digital platforms and e-commerce that allows more convenient and accessible access.

With these changes in place, this report seeks to discuss the changing situation of owning pets in the city in India and establish new business opportunities within a decade. It will discuss major movers, market dynamics, and business opportunities to give an all-encompassing perspective to stakeholders who would want to venture or to grow in this fast-paced industry (Joshi et al., 2024).



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### II. RATIONALE AND OBJECTIVE

The need to study pet ownership in urban areas in India has been informed by the fact that the consumer lifestyles are changing very fast and pets are becoming more humanised. Urban homes are spending increasingly on pet care due to emotional attachment, increased middle-class income and global trends (Dagar et al., 2023). The growing demand in the market has been in the premium products and services of the pets in cities like Mumbai, Bengaluru, and others, which are reflecting a lot of market potential. Moreover, more accessible pet care has also been introduced due to the growth of organised retail and e-commerce services, which have brought new business models and innovation opportunities (Fekadu et al., 2023). Nevertheless, the industry is still a relatively unexplored area of research especially regarding strategic long-term planning and opportunity mapping within the Indian context.

Hence, this research will fill this gap through analysing trends and potential business opportunities ahead (Tayebwa et al., 2025). The aims of the study are first to investigate the main reasons of the development of the urban pet ownership in India; second, to analyse the existing framework and potential future trends of the urban pet care business and third, to determine and locate business opportunities and strategic directions in the next decade. All these, together, will help to create a better understanding of the market dynamics and make informed investment and strategic decisions by the stakeholders (Mishra, 2023).

### III. METHODOLOGY

This study is founded on the process of a basic and systematic secondary research. The use of Google scholar as a source of academic and industry-related information was also used to collect relevant information including peer-reviewed journal articles, research papers, and credible publications. This source was chosen because it is important to make sure that the information presented in the report is credible, valid, and academic. The trend analysis of pet ownership and business opportunities in India was supported by other information that was obtained by use of industry reports and reliable online sources.

The study aimed at establishing major themes of growth drivers, consumer behaviour, and new trends in the market in the urban pet care industry. Relevant and recent studies were only taken to ensure that the findings are relevant and accurate.

Consideration of ethics was also part of the research process. The reference materials have been given due credit to prevent cases of plagiarism and promote academic integrity. None of the personal or confidential data were utilised as the research is fully based on the publicly available information. The method would guarantee that the study is done in a responsible, open, and relevant manner to the accepted academic ethics.

### IV. LITERATURE REVIEW

#### Theme 1: Growth and Trends in Urban Pet Ownership

The recent development of the Indian pet market has been characterised by an impressive increase in the number of urban pets in the country in recent ten years due to changing demographics, a change in the lifestyle, and the alteration in the social norms (Munir et al., 2023). With the migration of more individuals to cities in search of education and jobs, the traditional family set up has changed, resulting into small families and loneliness among the urban population. Consequently, pets are being perceived not only as animals but also emotional companions and close family members. According to recent estimates, there are more than 30 million households in urban India today that own at least one pet which is an enormous growth compared to ten years ago where only a few affluent families owned pets (Herrera Calvo, 2024).

The largest urban centres like Mumbai, Delhi, Bengaluru, Pune, and Chennai are the most populated with the greatest number of pet owners. The mixing of increased disposable incomes, increased sensitivity to pet care in these cities and availability of various services has provided a booming market in the consumption of pets (Kahane et al., 2023). Indicatively, a survey comprising 250 cities revealed that more than 20 percent of households in cities such as Mumbai and Bengaluru own a pet, as compared to less than 10 percent in smaller cities.



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The variety of pets kept has also become vast. Dogs and cats are still the most popular but birds, aquarium fish, rabbits and even reptiles are gaining popularity (Wilson, 2023). The pet shops in urban areas demonstrate that the number of non-traditional pets adoption varies in positive directions every year, with the fish and bird owners increasing by 15 to 18 percent every year. This multiplicity is a lifestyle choice as well as a response to digital media, which has a show of diverse pets with most pet-related content.

The trend of spending amongst urban pet owners is evident and is shifting towards premiumisation. Pet owners in major cities spend an average of 10-30 000 on food, healthcare, grooming, accessories and services in a year, and the most prestigious customers spend much higher (Kaushik et al., 2025). In general, the further growth of urban pet keeping is defining a durable and swiftly changing pet economy in India.

### Theme 2: Socio-Cultural Drivers of Pet Ownership

The pet ownership in urban India is guided by the fundamental socio-cultural changes that go well beyond the functional nature to emotional satisfaction. As the pace of life has become hectic, the dual income family and the nuclear families have given rise to a situation where the pets have taken the place of the extended family and become the companions in the lives (Jaka et al., 2024). Surveys have also revealed that more than 60% of all urban residents with pets believe their pets are family members and almost 45% of all pet owners own a pet because they want companionship and emotional support. This trend is more evident in cities such as Mumbai, Delhi and Bengaluru where hectic work schedules and mobile lifestyles have minimised the amount of time spent in social interactions and sought to give pets a greater emotional value (Jaroenkornburi, 2024).

The wider cultural toleration is also seen by the altering attitude toward pets in Indian cities. Although pets used to be brought into the house with primary purposes of security or keeping down pests, recent families are adopting them as a source of comfort and pleasure as well as wellbeing (Volsche et al., 2022). Mental health and emotional wellness have increased awareness on the trend and over 50 percent of surveyed pet owners claimed that they experienced lower stress and daily mood improvements, thanks to their pet interaction. Even the most ordinary activities like walking a dog or playing with a cat are now widely acknowledged as things that can help people have better lives (Bhalla et al., 2021).

These trends have been intensified by digital platforms as well as social media. Instagram profiles, YouTube channels, and online communities, some boasting a following of over 100,000 users, have made ordinary pets' influencers in their lifestyle, defining what consumers like and what they want to aspire to buy (Singh Parmar, 2024). Expectant buyers in the city are becoming more attracted to fashion trends in their pets, specialised food, grooming regimes, and interactive toys.

This social media impact spans over to community building, where groups of pet owners hold meetups, training sessions and adoptions, further cementing the common cultural beliefs about proper stewardship of pets. Increased acceptance of culture and emotional attachment has also favoured niche businesses like pet cafes, daycare centres, training studios and luxury boarding businesses (Volsche et al., 2022). These are the socio-cultural forces that have played a central role in explaining the dynamic development of urban pet ownership in India.

### Theme 3: Economic and Market Opportunities

The economic environment of the pet care business in urban India has changed drastically over the last 10 years and now it has become a multi-billion dollar business with growing market segments and a highly diversified consumer market. Industry analysts estimate the market size of the pet care sector of India to have increased to a size of 4,500 (estimated) -5,000 crore in 2025, and is projected to grow strongly through to 2035 (Gao, 2025). The growth is supported by an increase in disposable income in urban households, increased knowledge on pet welfare and health and the humanisation of pets.

One of the biggest and fastest growing segments is the pet food segment which has almost 40-45 percent of the total revenue of the industry. Owners of pets in the city are moving up to the high-end and breed, age, and breed-specific food (Jaka et al., 2024). Premium pet food products such as grain free formulas, organic diets and veterinary recommended are now selling at price points 2-3 times higher than standard feeds, which is indicative of high propensity in the consumers to spend in the long term on wellness.



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There was also immense growth in healthcare services and the veterinary services, where the number of registered veterinary clinics in the urban centres is growing by greater than 50 percent in the past five years (Bhalla et al., 2021). Routine visits, visits to dentists, preventive care, and emergency services are common aspects of pet care, and the emergence of tele veterinary consultation has increased the access to professional advice. Although the pet insurance penetration is currently low (estimated at less than 10 percent of urban pets), awareness and uptake is growing at a high rate.

The grooming and accessories sector is advantaged by the increased aspirational spending with the average amount spent on grooming, clothing, toys and personal care products in the urban homes being estimated by 5,000-15,000 per pet annually (Narvekar and Patil, 2025). To satisfy this demand, pet salons, mobile grooming services and boutique accessory stores have sprung up in major cities.

Finally, pet care services including boarding, daycare, training and behaviour classes are on the rise to meet the demands of busy professionals which is a driver towards stable growth in the segments. Specialised pet e commerce websites are also major growth facilitators, and they provide convenience, diversity, and reasonable prices (Singh Parmar, 2024). Altogether, these tendencies highlight great economic prospects, especially in the segments of premium, specialised, and tech enabled markets.

### Theme 4: Consumer Behaviour and Preferences

Indian urban pet owners have a different consumption behaviour and preference based on lifestyle, convenience, health and attachment. As the working schedules get busier, and people have more demanding lives, more than three out of every five pet owners in cities like to accept those services which focus on convenience like having the food delivered to their doorsteps, using a subscription service to order pet supplies, and making appointments to have them groomed online. The emergence of e commerce and apps-based solutions has enabled the ease of access to products and care by pet owners without affecting their day-to-day activities, which has contributed to a trend of a smooth and time-saving purchase (Gao, 2025).

The urban consumer population of pet owners is estimated to be 6570 percent of millennials/Generation Z. This generation emphasises a lot on quality, brand name and customised experiences over pure price dependent consideration. As an example, a survey in metropolitan cities revealed that almost 55 percent of millennial pet owners will be happy to spend a higher price on specialised nutrition and wellness products than on standard ones (Pame et al., 2024). This is a bigger trend in which emotional attachment to pets has a strong effect on the spending behaviour-many owners have found the health and happiness of pets to be part of their lifestyle.

Similar to this, tech enabled products and innovative products are being embraced by urban consumers (Zhang et al., 2022). The use of smart pet gadgets like GPS collars, activity trackers and automated feeders have experienced an increased adoption rate with the industry estimating across-the-board growth in the sale of wearable pet technology by more than 25 percent each year. Veterinary consultations that use applications have also been popular, and their number of people using them has increased by the percentage of about 30 during the last two years, particularly among young consumers, who value flexibility and instant assistance (Shieunt-Han, 2021).

Another thing of increased demand is Health focused and lifestyle products. According to a current analysis of the market, more than 60 percent of pet owners in cities are ready to spend more money on any product that they believe will help to improve their health conditions or quality of lives of their pets (Patra et al., 2021). Emotional attachment also has a role to play in brand loyalty as a lot of owners remain loyal to brands that they trust in terms of food, grooming and healthcare products.

In general, the determinants that mostly influence the consumer behaviour of the Indian urban pet market are convenience, integration of technology, health prioritisation and good emotional attachment.

### Theme 5: Strategic Outlook and Future Opportunities

The prospective opportunities in the next decade are promising, and the fact that pet ownership in urban areas is on the rise in India means that the business will have potential. According to market estimates, the Indian pet care market has the potential to expand to 2-3 billion ( ₹16,000 24,000 crore) in 2035 due to the subsequent boost in urbanisation, higher purchasing power and changing consumer demands (Kumar et al., 2024). This increase will be especially in



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urban areas around Mumbai, Delhi, Bengaluru, Hyderabad and Pune with pet ownership rates already high in the country.

One of the key strategic opportunities is an integration of technology. Veterinary care, grooming appointment, and pet tracking services are gaining popularity; the pet care mobile apps market has expanded over 150 percent over the last five years, and more apps will be used as consumers demand convenient and real-time services (Xie, 2025). The incorporation of AI will make health tracking and tele consultations further transform service delivery and become a recurring revenue model.

Other growth frontiers are premium and niche products. As pet owners in urban areas are increasingly conscious of quality, the bulk of the organic pet foods, wellness products, and bespoke accessories (such as breed-specific attire and furniture designed with comfort in mind) markets are expected to expand the 18-22 per cent/year (Rishi et al., 2024). This trend is in line with the general consumer trends towards health and lifestyle spending.

Another avenue of strategy is the new focus on pet friendly urban ecosystem. City planners and real estate developers are slowly integrating pet friendly neighbourhoods that include dog parks with enclosures, pet recreational space, and housing complexes that have a special pet facility. According to surveys, close to 30 percent of potential house buyers in big cities have made one of the most vital choices of pet friendly properties to consider when choosing a house (Volsche et al., 2022).

The reinforcement of the policy and regulation of animal welfare and licencing of pet businesses, as well as standardised veterinary practise, would likely formalise the sector further. Increased regulation will increase confidence among the consumers and it will raise the standards in the industry.

Lastly, awareness and education in terms of training programmes, behavioural classes, and web pet owners' communities can also grow the markets (Kumar et al., 2024). With the increased knowledge of pet owners about good practises in care and wellness, the demand of specialised services and products is bound to increase.

Generally, the key factors to foment the entire potential of the urban India pet care market will be strategic innovation, urban centric services, partnership with policy makers and planners, and long-term investment in health and wellness products.

### Conclusion of Literature Review

The five themes combined in a manner that depicts that the urban pet ownership in India is primarily explained by the socio-cultural shifts, economic prospects, and the changing consumer behaviour. The market development is also focused in the urban centres and it is backed by increasing incomes, use of digital and emotional attachment to pets (Kumar and Sharma, 2024). Although the industry shows great opportunities, the consecutive future success will be achieved through the knowledge of the consumer preferences, integration of the technologies, and the development of high-quality and value-added services. Literature indicates the lack of systematic opportunity mapping and strategic planning, which makes it possible to emphasise that more research should be conducted to predict the market progress and make appropriate decisions in the field of investment (Singh Parmar, 2024).

### V. CONCLUSION

In India, the urban population owning pets has increased tremendously over the last ten years, owing to the change in lifestyles, rising disposable income, and a change in socio-cultural perceptions. The pet is becoming a member of the family as it brings companionship, emotional and increased well being in families, especially nuclear and dual-income families. This has turned the pet care industry into a multi-billion industry where the significant growth of pet food, healthcare, grooming, accessories, and services like boarding and training have seen significant growth. The main centres of demand are still the urban centres such as Mumbai, Delhi, Bengaluru and Pune as they have high adoption rates and readiness to invest in the high-value products and services.

Millennials and Gen Z focus on convenience, quality, emotional attachment, and solutions that can be enabled by technology, which has a strong effect on consumer behaviour. The urban pet economy has led to the e-commerce platform, smart devices, and app-driven veterinary services, which has offered new areas of innovation and business



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growth. In the future, the strategic opportunities are technology integration, premium and niche products, pet-friendly urban environments and improved awareness and education programmes. The sector will be further enhanced through regulatory formalisation and policy support.

On the whole, the convergence of socio-cultural forces, changing consumer trends and the economic opportunities make the urban pet care market in India to grow sustainably within the following decade. Those firms that invest in innovation, high-quality services and strategic market expansion will most probably be able to gain a competitive edge, which will guarantee their success in the long run in this dynamic and booming industry.

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