

Pet Care Industry

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Abstract Globally, the pet care sector is expanding and evolving. It is due to the rising pet population, trends influenced by pet humanization, and changing pet care demand in developed and developing economies. The divisions of product categories, breeds, functions, and formation are the fundamental components of the paradigms of pet food and pet products. Pets like dogs, cats, and birds are becoming more and more cherished by Indians. Animals are increasingly seen as members of their families. In India, the concept of caring for pets and owning them is quite urban. The rate of urbanisation has a big impact on how quickly the pet sector is growing. The pet industry is regarded as one of the most stable industries in the world by many economists.

Keywords — Health Care, Humanization, Pet care sector, Pet food, Pet owners, Premiumization

I. INTRODUCTION

Pet care is the feeding, sheltering, and medical care of animals, hence any employment involving pet care would fall under this category. Pet care is all about providing for your pet, from food and protection to nourishment and medical treatment. Pets require care and attention to stay safe, happy, and healthy. They require wholesome food, pure water, and a cosy place to sleep. The majority of animals need frequent exercise to keep healthy. Prior to determining whether an animal will get along well with you or your family, it's critical to learn as much as you can about it.

II. WHAT IS OUR PRODUCT?

The name of our offering is PAWS. It is a full-service animal care facility committed to continually delivering high levels of client satisfaction through the provision of exceptional service, quality, and pet care as well as the creation of a fun, tidy, and pleasurable environment at a reasonable cost. We'll continue to foster a welcoming, creative workplace that values individuality, original thought, and dedication.

III. BACKGROUND

One of India's markets with the quickest rate of growth is the pet sector, which rose to prominence during and after the pandemic. As usual, humans resort to animals to fill a hole when families and individuals grasp the significance of being confined with one another for an arbitrary amount of time. Investors are paying notice in addition to the pet market and any specialisation inside it. They are giving small and medium-sized pet enterprises large sums of money. However, what are they financing? This could be India's turning point in pet care—would the country just

adopt Western norms and procedures, or will it pioneer something entirely new? The humanization of animals is a sign of the industry's expansion. The standard of goods and services that pet businesses provide will determine how quickly the market develops. But, it also depends on what the public wants. A savvy consumer deserves usability and quality. They seek straightforward solutions to pressing issues.

IV. REVIEW OF LITERATURE

With an increase in pet ownership and a rise in interest in pet health and wellness, the pet care sector has experienced tremendous growth over the past ten years. Here is a quick summary of some of the major conclusions and developments in the research on the pet care industry:

1. An increase in pet ownership

Around 67% of US homes, according to the American Pet Products Association, have a pet. With millennials and Gen Z leading the charge in pet ownership, this figure has been steadily rising over time.

2. Pet owners are spending more money on their animals

As the number of pet owners rises, so does the amount of money that owners are prepared to spend on their four-legged companions. The premium pet food and pet healthcare industries are particularly notable examples of this trend.

3. The pet care sector is evolving due to e-commerce

Sales of pet products online have significantly increased in recent years as more pet owners choose to purchase online for its convenience and variety. Also, as more

individuals have been doing their shopping online due to the pandemic, the shift to e-commerce has increased.

4. *The pet food industry is changing*

In recent years, more pet owners have been interested in providing their animals with high-quality, healthy food. Both the rise in popularity of raw and natural pet food as well as the expansion of premium pet food manufacturers are driven by this trend.

5. *Pet healthcare is becoming more significant*

As pet owners place a greater emphasis on the health and wellbeing of their animals, the pet healthcare sector is expanding. This covers veterinary care, pet insurance, and complementary treatments like chiropractic and acupuncture.

6. *Technology is altering the landscape of pet care*

From wearable technology to telemedicine, technology is becoming more and more significant in the pet care sector. Today, pet owners can stay in the comfort of their own homes and keep tabs on their animals' activity levels, health, and even video chats with veterinarians. Generally speaking, the pet care industry is developing and growing due to the rising number of pet owners and their desire to give their pets the finest care available. With new trends and technologies influencing the direction of pet care, the sector is positioned for sustained growth in the years to come.

V. OBJECTIVE

The main objective of this study is to see the growing and notable trends in the pet care industry in India and the positive impact of it during the pandemic. Another objective of this study is to realize the downfalls faced by this industry in India.

VI. RESEARCH METHODOLOGY

This study only uses secondary data that was collected from numerous sources and journals. According to secondary data, current trends in nuclear families, fast urbanization, and pet humanization have all played a significant role in the global rise in pet ownership. A significant player in this league, India boasts a 32 million-strong pet population that is increasing at a rate of more than 12 percent yearly. The ecosystem of pet care, which includes retail chains, pet nutrition, and services in addition to pet care services, is receiving the much-needed boost from the rising pet ownership. Yet with such encouraging numbers, India's pet care business is still in its infancy. Yet, as Gen Z embraces this new trend in pet parenting, there is a greater and more informed demand for pet products, including packaged goods, pet treats, branded toys, and accessories, which is raising consumer awareness. The urban and wealthy millennial as well as the DINK

community also make up a sizeable portion of this consumer base. They exhibit a strong propensity to remain vigilant and make the best decisions for their pets. Hence, current data shows a notable increase in multibrand retail stores.

VII. LIMITATION OF THE STUDY

The contents There was less reference and secondary data for the research topic. Due to time constraint we were facing lack of time. Therefore, we only went through secondary data.

VIII. NEED OF PET CARE INDUSTRY IN INDIA

This industry helps pet owners to get premium products and services to their pets. It helps to improve pet humanisation among people. Indian pet care industry is estimated to provide \$ 434 million (Retail Sales Value) in 2021 to the economy. The products and services given by the industry help to increase the sales of pets.

IX. POSITIVE IMPACTS

1. *New levels reached in pet humanization*

Due to remote working, pet owners are spending more time with their animals and are beginning to treat them like members of the family by providing them with goods and services they would choose for themselves. Customers are looking for treats that are close to human grade since they treat their pets in a similar way to how they treat their children. This allows manufacturers to send treats in inventive variations of well-known desserts and gourmet bits. For example, the German confectioner Trixie increased its selection of goodies in 2021 to include candies, pretzels, treats, waffles, and doughnuts. In the interim, luxury design companies are beginning to include pets when producing clothes, accessories, and toys.

2. *Premiumisation*

Perception of product freshness increasingly relevant Owners are increasingly eager to provide their pets with high-quality, expensive food and other products as a way of "humanising" them. As consumers want clear benefits from the products they purchase, brand owners are expanding their exclusive lineup with a laser-like focus on achieving greater advantages. The growing popularity of little dogs also contributes to the expansion of the market and raises the average price because small types consume less overall. Confidential brand, typically focused on low- and mid-priced goods, is starting to encourage premium contributions, competing with global industry leaders through reduced prices. The use of premiumization is a crucial tool for retailers' private name lines to take market share away from brands since confidential marks typically don't have a significant presence in pet consideration. This is crucial in light of the deteriorating financial situation.

Premiumization is fueling the growth of wet food in emerging markets, particularly seen in Southeast Asia, as well as frozen assortments and restorative premium pet food in developed regions. Fresh food is also gaining momentum next to frozen, particularly in the US, but its footprint is also expanding across many business sectors.

3. *Pet wellbeing through functional food ingredients*

From packaged food to pet care, there is increased interest in practical and consistent fixings. The need for probiotics, hypoallergenic ingredients, and energised superfoods is rising. Minerals and plants are also becoming more popular. For example, the Thai Lifemate premium brand, which was introduced in 2021, sells pet food that contains ingredients for promoting the growth of skin, hair, and the excretory system. The emotional wellbeing of pets is also being taken into account in mature company sectors as customers grow increasingly concerned about pet stress they observe while leaving pets be, especially following home disengagement during lockdowns. "Liberated from" claims are becoming more common in pet food, indicating that traditional recipes are also being favoured. The main four cases, such as grain free, no false additives, tones, and flavours, are becoming increasingly obvious on item bundling, as per Euromonitor Global's Items Claims and Situating 2021. Pet owners' concern for the environment is growing, which offers opportunity for sustainable packaging and ingredients. According to the Voice of the Consumer: Lifestyle Study conducted by Euromonitor International, 45% of pet owners choose sustainable packaging, and nearly 60% of pet owners aim to decrease their use of plastic. Producers are introducing more recyclable packaging in response to the rising demand for recyclable materials. In the meantime, one-third of pet owners are attempting to cut back on their own meat intake.

4. *Digitalisation of the shopping experience reinforced*

Pet owners developed a comfort level with online buying throughout the epidemic, and the offer has significantly increased. The development of online business stores and membership services contributes to the increasing personalization of the offering and allows customers to take advantage of the convenience of the often painless home delivery of large pack sizes and multipacks. Further growing in popularity are membership services for pet food, which include a wide range of brands from mainstream to premium connoisseur fare. Internet commerce is growing at the expense of brick-and-mortar shops, who are steadily losing market share. According to Euromonitor Worldwide's Voice of the Consumer; Way of Life Survey 2021, an increasing percentage of consumers under 45 years old—nearly 33%—purchase things for their pets online or over the phone. The strengthening of online platforms by pet food industry goliaths like Purina contributes to consumers' move to online shopping. In any

case, web-based business growth rates are generally slowing down now that the pandemic has reached its peak of astonishingly high development and as the direct affects particular business sectors, including as North America. The five fundamental trends shaping global pet consideration—humanization, premiumization, welfare and health, maintainability, and digitalization—are expected to continue to spur interest going forward. Consumers want brands and retailers to meet their growing need for high-quality, human-like practical pet products and to make the purchasing process as convenient and quick as is reasonably expected. In this way, item positioning is becoming increasingly important for branding, customer reliability, and larger margins.

X. KEY TRENDS IN THE PET CARE INDUSTRY

Pet owners who work from home continue to spend more time with their animals, treat them like family, and look for more upmarket products. Due to the COVID-19 epidemic, pet owners have adopted internet shopping's ease and formed new buying habits, which has fueled e-explosive commerce's expansion. The trend towards health and wellness is spreading beyond food to pet care, and functional and natural components are playing a far larger role in this development. Likewise, the development of recyclable packaging, plant-based choices, and alternative proteins are all driven by sustainability. Pet humanization reaches new heights Due to the increase in remote work, pet owners are spending more time with their animals and are attempting to give them the same goods and services they would like for themselves. In developing economies, the number of pet owners is rapidly growing, and 71% of them consider their animals to be members of the family, according to Euro Monitor International's Voice of the Consumer: Lifestyle Study. The perception of pets will be further influenced by legislative changes in Western Europe in favour of expanded pet rights. For instance, Spain will begin sharing pet custody with couples who are divorcing or separating in 2022. Consumers are looking for treats that are close to human grade because they treat their pets the same way they treat their children, which is motivating manufacturers to release treats in novel formats of well-liked sweet and savoury nibbles. For instance, the German confectioner Trixie expanded its selection of sweets in 2021 to include doughnuts, pretzels, cookies, waffles, and lollipops. Luxury fashion companies are also expanding into the pet industry by releasing pet-specific apparel, accessories, and toys. Launched in 2021, the Italian online store Lux pets provides specialised services along with high-end accessories from the most desirable brands.

Petfood Forum: A location where people may work together and solve problems in the pet food industry Rapid shifts in consumer preferences have an effect on how pet

food is made, delivered, marketed, and sold. The Petfood Forum offers an engaging educational opportunity to discover trends, innovations, and consumer purchasing behaviour. Petfood Forum will assist you in identifying answers to industry problems and future business prospects through expert insights and distinctive networking. Petfood Forum is: The ideal venue for thousands of industry professionals from across the world to meet, network, learn about new tools for success, and conduct business while learning about the most recent developments in pet food. Where the top decision-makers in the pet food industry, including the largest producers, experts in pet food packaging, pet food safety, and pet food processing technologies, may be found. a concentrated setting for peer networking to forge genuine connections in person, which is the most efficient method. The Student Career Center is the best resource for finding the appropriate addition to your business. Experts from the pet food industry who are well-known around the world will participate in the educational sessions at Petfood Forum 2023. These priceless learning opportunities include information on the most recent market trends for pet food, as well as trends in ingredients research, packaging, safety, and other areas. Professionals from the fields of packaging, food science, R&D, product development, food safety, QA/QC, purchasing, import/export, regulatory compliance, marketing, and sales are among the attendees.

XI. CONCLUSION

In conclusion, the market for pet care is dynamic and expanding due to the increased acceptance of pets and the awareness of the requirements for their welfare and health. Pet food, grooming, veterinary care, and pet insurance are just a few examples of the many goods and services offered by the sector. The way that consumers feel about pets has also changed recently. Many pet owners now consider their animals like members of the family and spend more money on their health and wellbeing. Due to this, there is now a greater need for natural and premium pet food items and higher standard veterinarian treatment. Strong rivalry is another feature of the sector, with both big and small businesses striving for market share. Businesses must stay abreast of current trends and customer preferences as well as adapt to the changing needs of pet owners if they want to prosper in this sector. Ultimately, the pet care market is complicated and difficult, but it also presents a lot of opportunity for companies that are eager to develop and cater to the requirements of pet owners and their furry friends.

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