



Dogs at West N God Pet Resort

Lijee Philip

**M**adness and Tina Liberty's lives revolve around their three-year-old Labrador, Vera. When the 30-something IT professionals were transferred from their job in Mumbai to the end of 2021, they chose to live in Thane simply because of the pet boarding facilities there. "Since we have to go to the office at least two-three times a week, we need a place to leave our dogs," says Tina.

### Size of Pet Care Industry in 2022

India: \$569mn

US: \$120bn

### How Many Own a Pet

10% households in India

46% households in Europe

50% households in China

66% households in the US

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# PAW POWER

Pets are serious business in India. Companies are pampering, for a price, dogs and cats with swimming lessons and spa sessions, personalised tags and grooming vans

**The development of premium pet products and services, which often command higher prices, can generate higher profit margins**

ANUSHA IYER, founder, Waggle

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Hugs up For Tails offers more than 1,000 products for pets

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### Top PE/VC Investments in Pet Care

November 2022

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### HEAVY PETTING

The pet population in India is estimated to be around 10 million, growing at 11% per annum, with dogs being the most popular, followed by cats and fish. The market share of pet care in India was \$900 million in 2022 and is expected to reach \$1,021 million by 2025, growing at a CAGR of 16.5%, according to Decipher Market Research Agency.

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### Where there is a growing market, there will be investments, and so VCs' interest in pet care is only natural

SADHI NARANE, founder, Hugs Up For Tails

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### The pet industry is a nondiscretionary spending category, making it relatively resilient to macroeconomic factors and creates a stable market for investors

VINAY KHANNA, co-founder, Superdogg

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### A grooming session for dogs

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### As the ecosystem develops, the adoption of pets is likely to accelerate

ANURAG SARKAR, co-founder, West N God

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### Top PE/VC Investments in Pet Care

November 2022

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