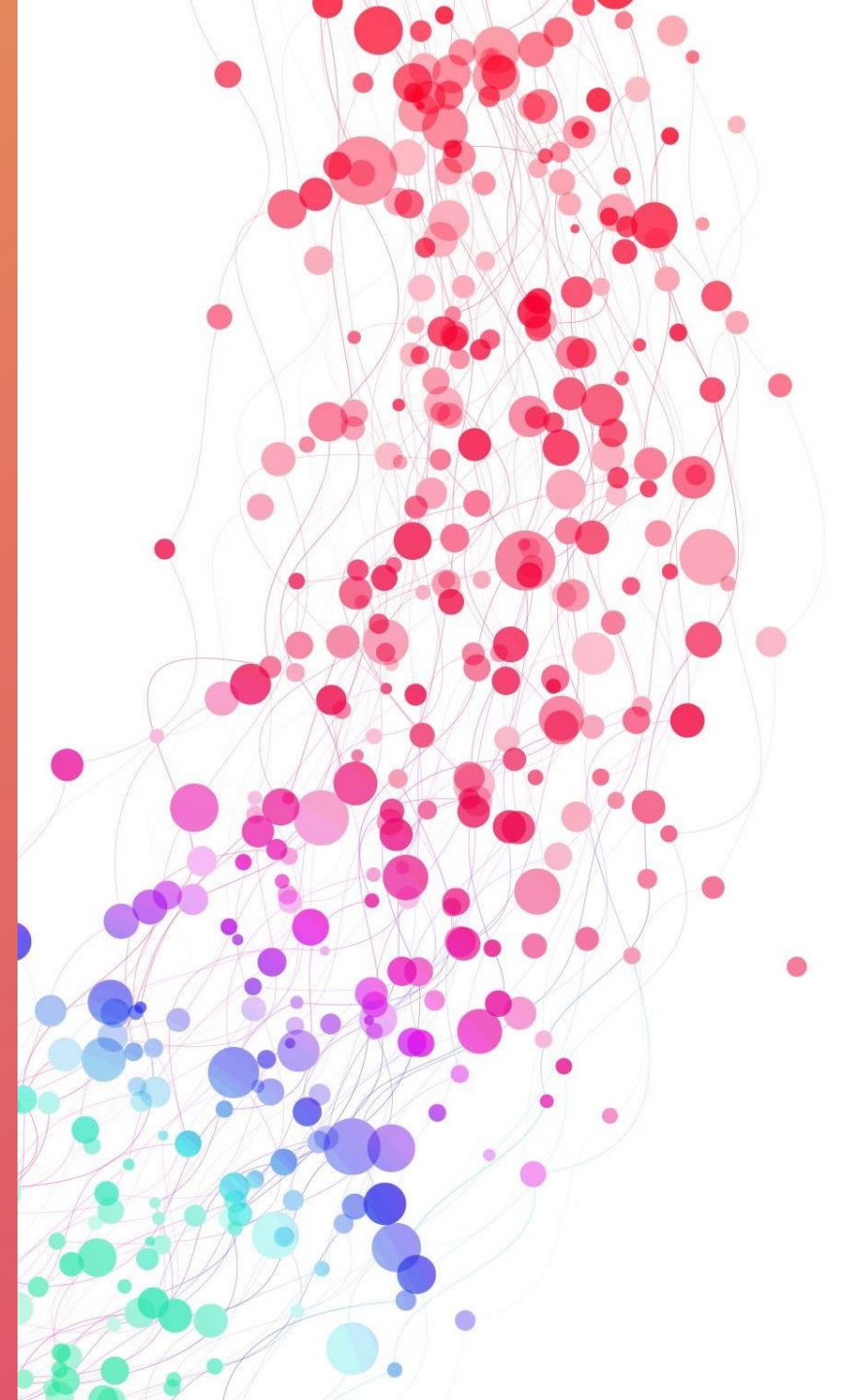


EXAMINING THE DEMAND OF PET FOOD AND FACTORS INFLUENCING PET OWNER'S PURCHASING DECISION

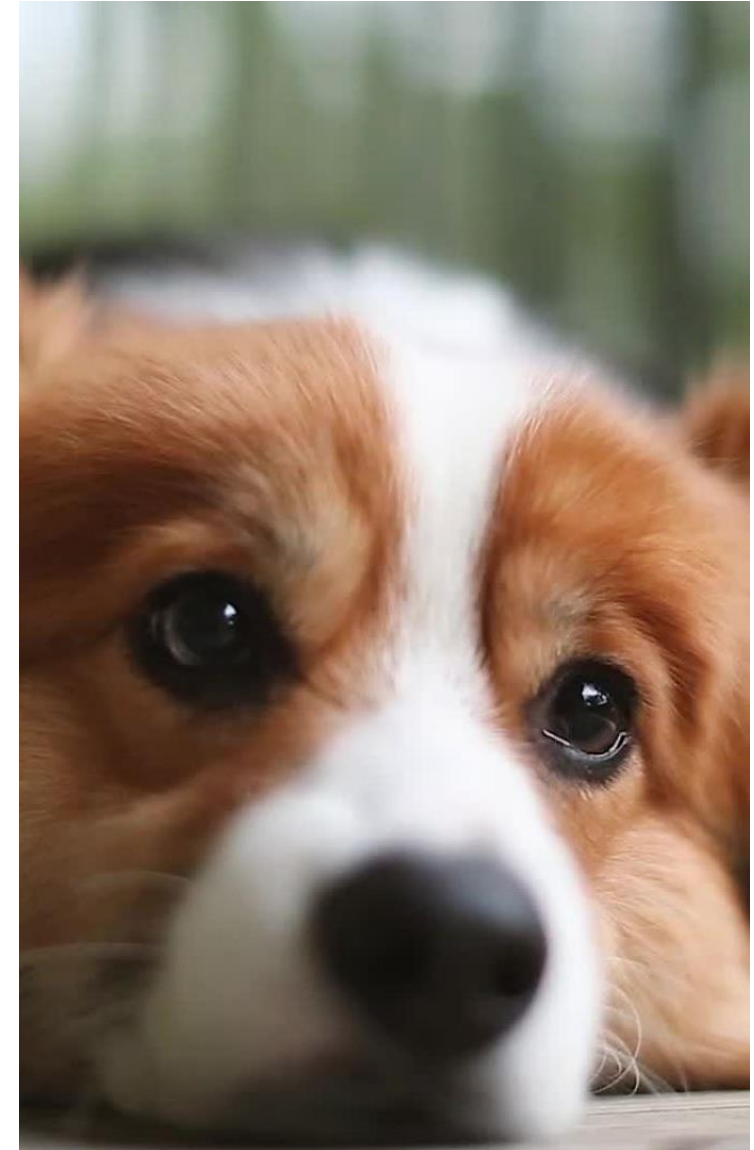
Under the supervision and guidance of Rahul Sharma

Presenter- Arka Prabha Pal
Roll no- 0291
MBA PM- 13



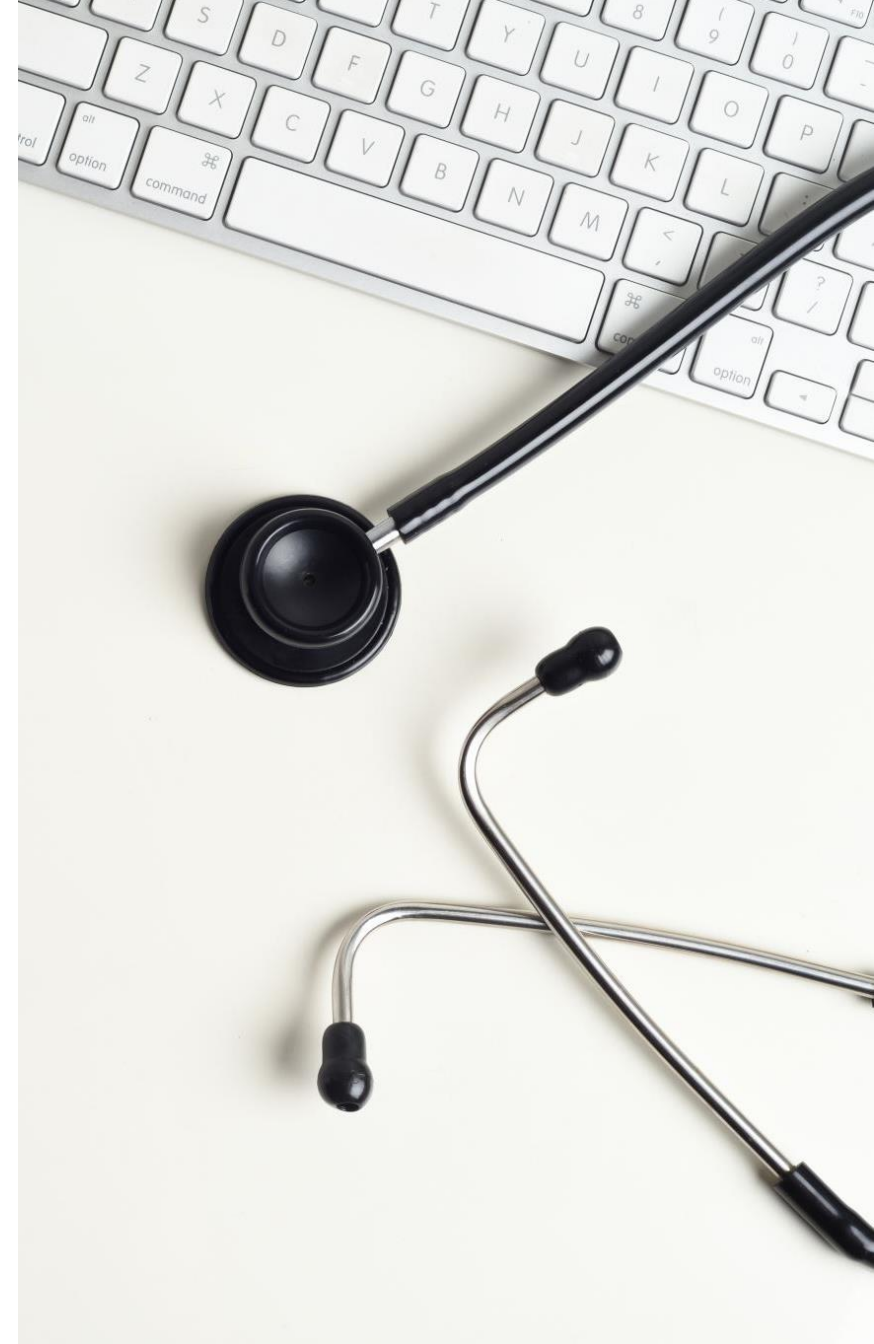
INTRODUCTION

- The population of precious pets in India has been steadily growing, projected to reach **31.41 million by 2023**, driven by factors such as rising incomes, urbanization, and changing cultures
- The pet care industry in India is rapidly expanding and estimated to be worth over **\$1 billion**
- Pet nutrition is crucial, with a growing emphasis on balanced and holistic diets
- Brand reputation and trust are significant factors when choosing pet food, with established brands having a proven record of accomplishment of delivering high-quality products
- Consumer preferences are shifting towards pet food with natural and recognizable ingredients, mimicking human-grade standards



INTRODUCTION

- Cost and quality are important considerations, as pet owners evaluate prices across brands and product lines to meet their pets' nutritional needs within their budget
- Technology has transformed the pet food purchasing landscape, with e-commerce platforms playing a significant role in the increasing online sales of pet food in India
- Understanding consumer behavior related to brand loyalty, price sensitivity, and ingredient choice can provide companies with a competitive advantage in the pet food market, leading to increased revenue generation potential



OBJECTIVES

- Determine the primary factors that affect pet owners' food purchases
- Calculate the demand for various kinds of pet food
- Find out which ingredients and nutrients pet owners like in their diet
- Compare the choices made by pet owners when buying various breeds of animals



REVIEW OF LITERATURE

- **Banton et al.** investigated the factors influencing dog owners' choices regarding grain-free dry dog food
- **Schleicher et al.** identified the factors influencing pet food purchasing decisions, including health and nutrition, quality, ingredients, and freshness
- **Dodd et al.** examined pet owners' attitudes and feeding practices regarding plant-based diets for their pets
- **Simonsen et al.** studied dog food preferences and found that respondents preferred natural ingredient-based products over conventional or organic ones but were influenced by price when making purchasing decisions
- **Holland** emphasized the importance of understanding the decision-making process of potential dog owners to improve canine



CHAPTER 3: METHODOLOGY

The goal of the study is to understand current market trends and customer preferences

A survey questionnaire will be used to gather data from a diverse sample group

Random selection will be used to ensure representation across age groups, demographics, and geographical locations

The study will employ both exploratory and descriptive research methods

Exploratory research will provide preliminary information on key factors affecting the target audience

Descriptive research will provide quantitative data for statistical analysis and drawing precise conclusions

The combination of exploratory and descriptive research methods will provide a comprehensive understanding of consumer behavior and underlying patterns or trends



IN-DEPTH INTERVIEW SAMPLING PLAN

- **In-depth interview** sampling plan Ten participants were chosen as part of the sample strategy for the in-depth interview, as shown in Table.

Gender	Five males and Five females
Socioeconomic	All
Behaviour	Owns at least one pet. Purchased pet food at least once within the last three months
Sample Size	10 Participants
Sampling Method	Convenience Sampling



SURVEY QUESTIONNAIRE SAMPLING PLAN

- As shown in Table, the online survey collected information from 75 participants in total about the sampling strategy for the survey questionnaire

Gender	All
Socioeconomic	All
Behaviour	Owns at least one pet. Purchased pet food at least once within the last three months
Sample Size	75 Participants
Sampling Method	Convenience Sampling



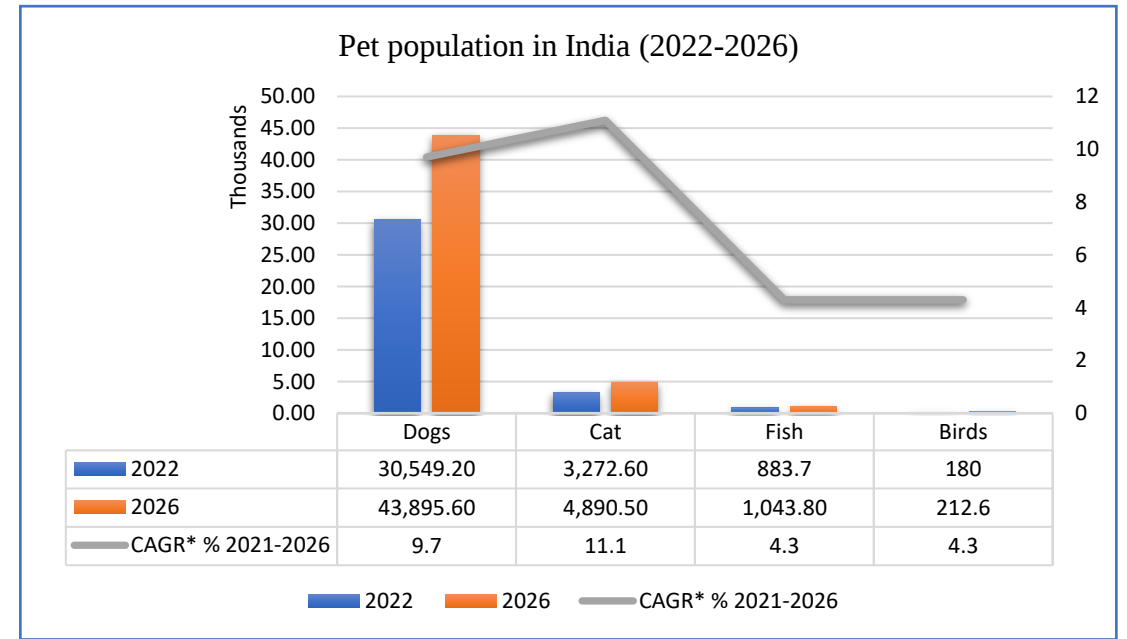
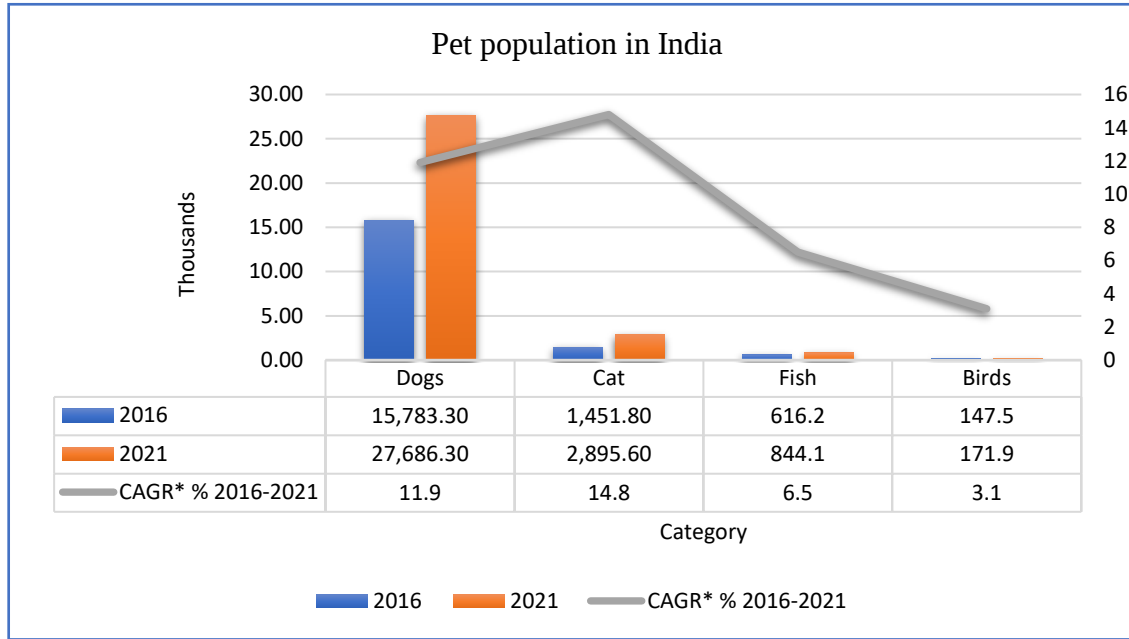
DATA ANALYSIS PLAN

Plan: Collect and organize data from interviews and surveys into Excel sheets

Conclude: Draw conclusions based on the analysis of the research objectives' interpretation, making recommendations for further action or research as needed

CHAPTER 4: RESULT

PET POPULATION IN INDIA



- The pet population has shown significant growth in recent years
- Dogs have experienced a notable increase, with a CAGR of 11.9% from 2016 to 2021, and are projected to continue growing at a slightly lower rate of 9.7% from 2022 to
- Cats have grown at a faster rate, with an average annual growth of 14.8% and a projected CAGR of 11.1%
- Overall, the pet population is expected to reach 50,042.50 thousand by 2026, indicating a strong overall growth rate in pet ownership

PET OWNERSHIP IN INDIAN HOUSEHOLD



Cat-owning Households Increased By 21.2% From 2016 To 2021, While Dog-owning Households Climbed By 48.3%



Dog-owning Households Are Increasing At A Faster Rate Than Cat-owning Households

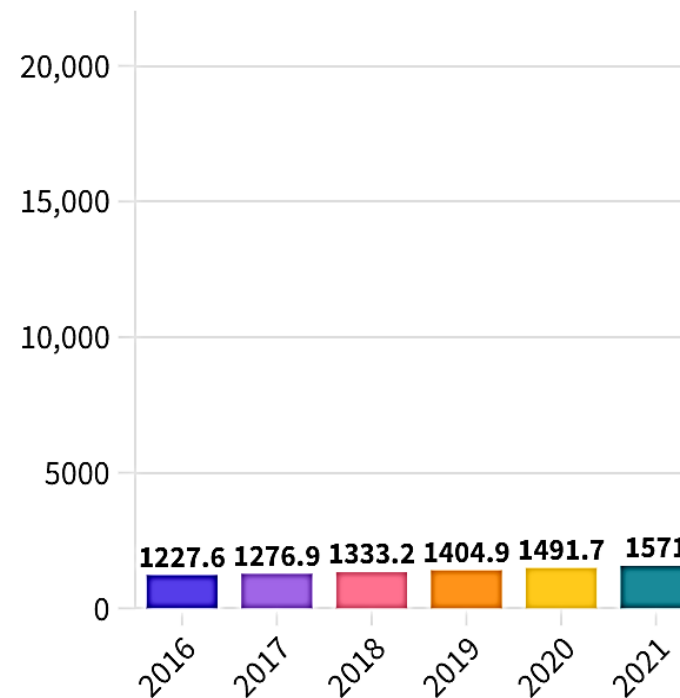


Pet Ownership In Indian Households Is On The Rise Due To Various Factors Such As Solitary Living Arrangements, Empty-nest Syndrome, And A Preference For Animal Companionship

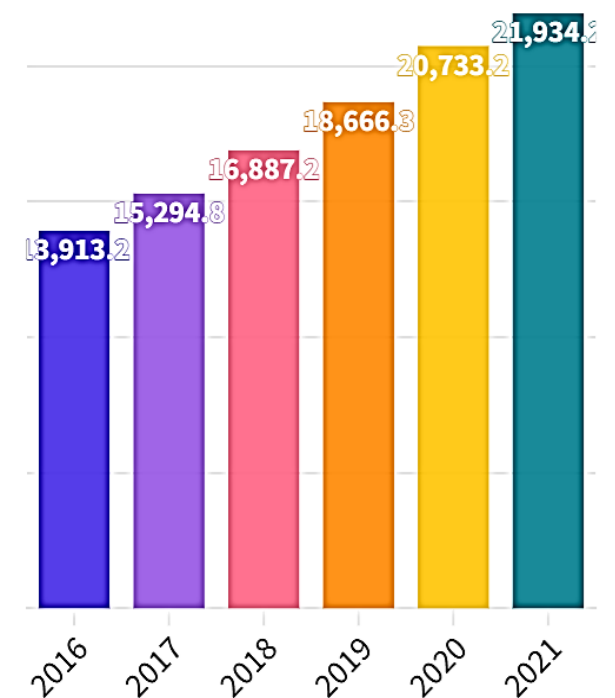
2016 2017 2018 2019 2020 2021

Households owning a cat

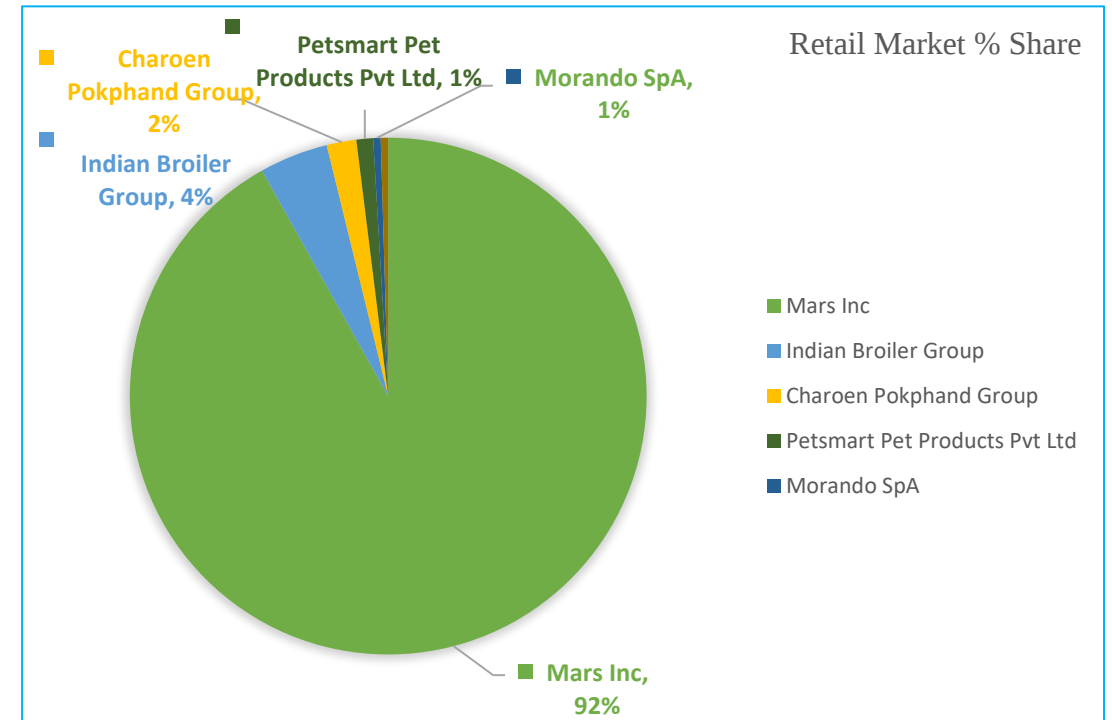
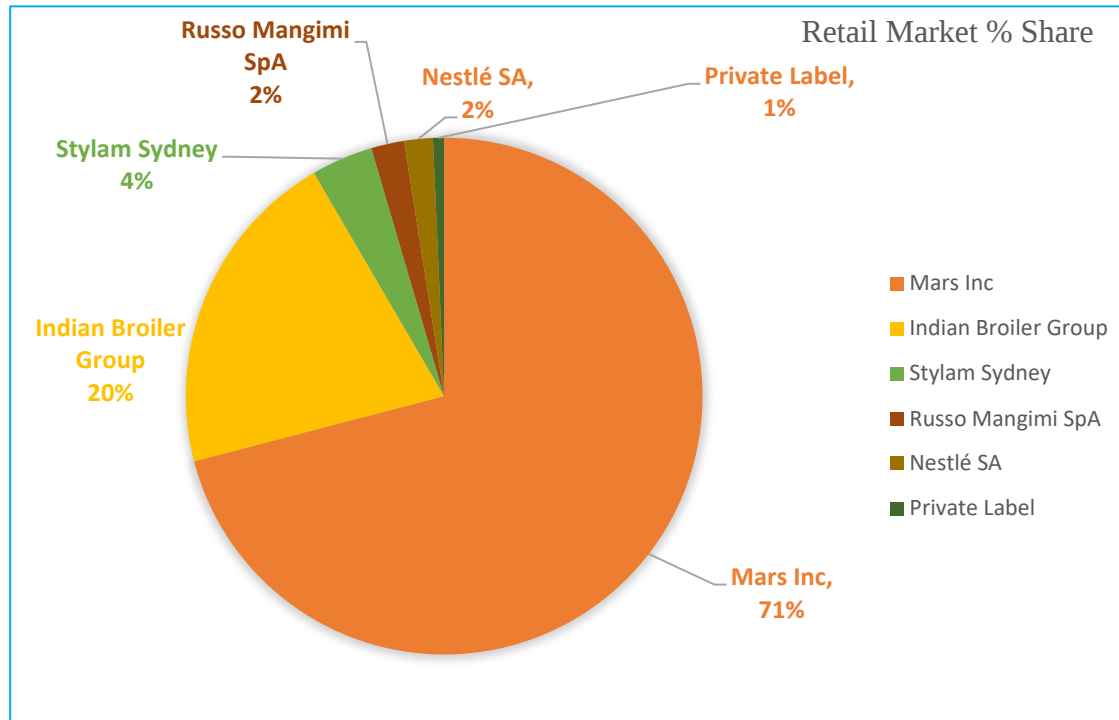
Ownership



Households owning a dog



TOP COMPANY RETAIL MARKET SHARE



- **Mars Inc.** held the largest market share in the cat food industry in **India in 2021**, thanks to its flagship brand Whiskas and the introduction of new products
- Indian Broiler Group experienced an increase in its Compound Annual Growth Rate from 2.6% to 4%, while Midwestern Pet Foods Inc. saw a decline from 0.02% to 0.01%
- Mars also maintained a strong position in the dog food market, with a value market share **of 51.5%**
- Private label dog foods had a minimal market share **of 0.05%** in the overall market

TOP RETAILS BRAND

Rising demand and sales in the pet food industry, with competition between established brands and online start-ups specializing in organic or health-targeted products

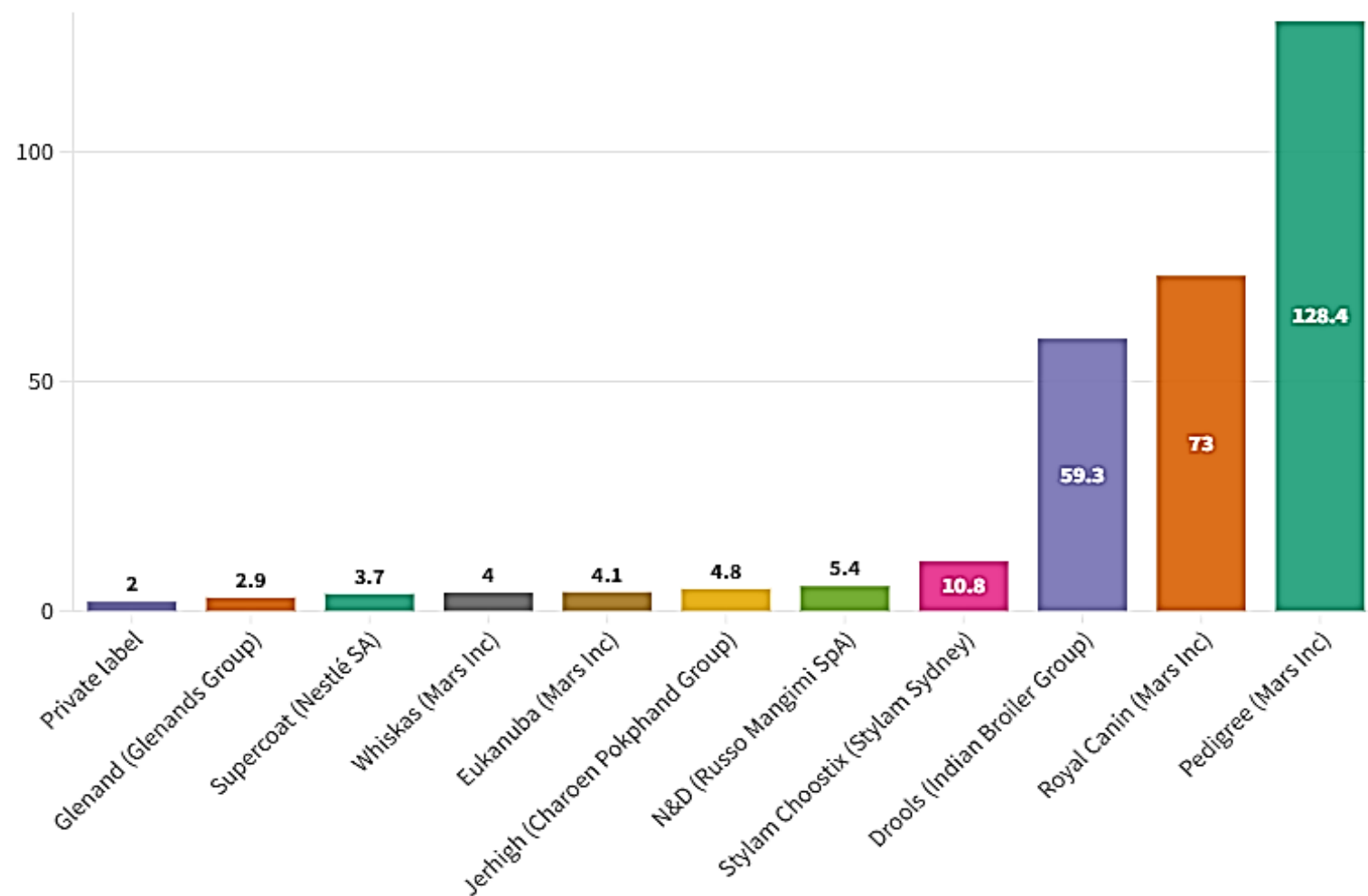
In India, Pedigree and Royal Canin are the prominent brands, with impressive CAGR increases of 18.3% and 15.2% respectively

Drools achieved the highest growth rate of 23% during the historic period, while Super coat experienced a notable 68% increase since its launch in

Private-label pet food brands saw a considerable uptick of 17% in retail sales

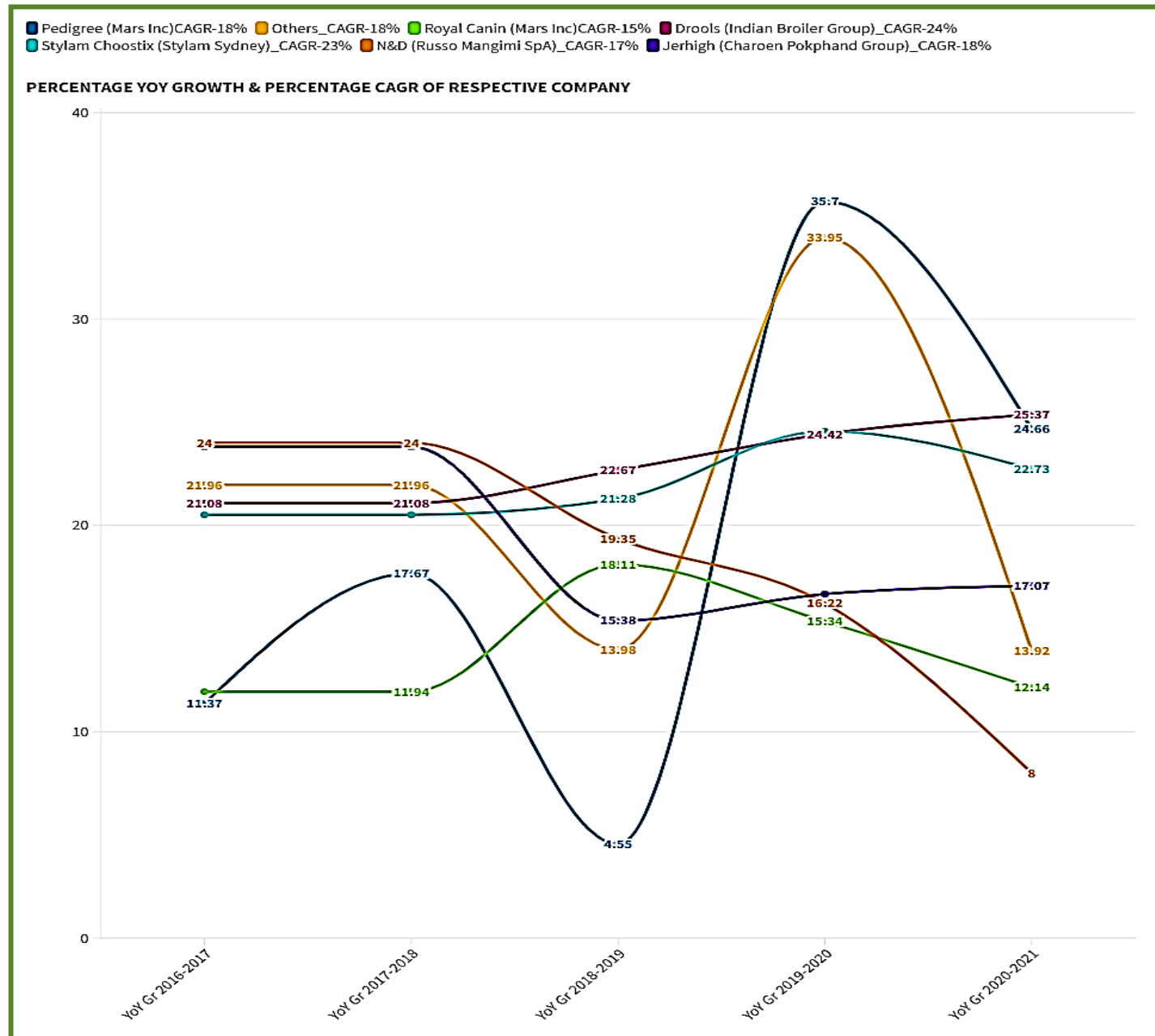
The significant growth pattern in the pet food industry globally is due to factors such as innovation and affordability

Pet food in India: Top retail brands in US\$ millions



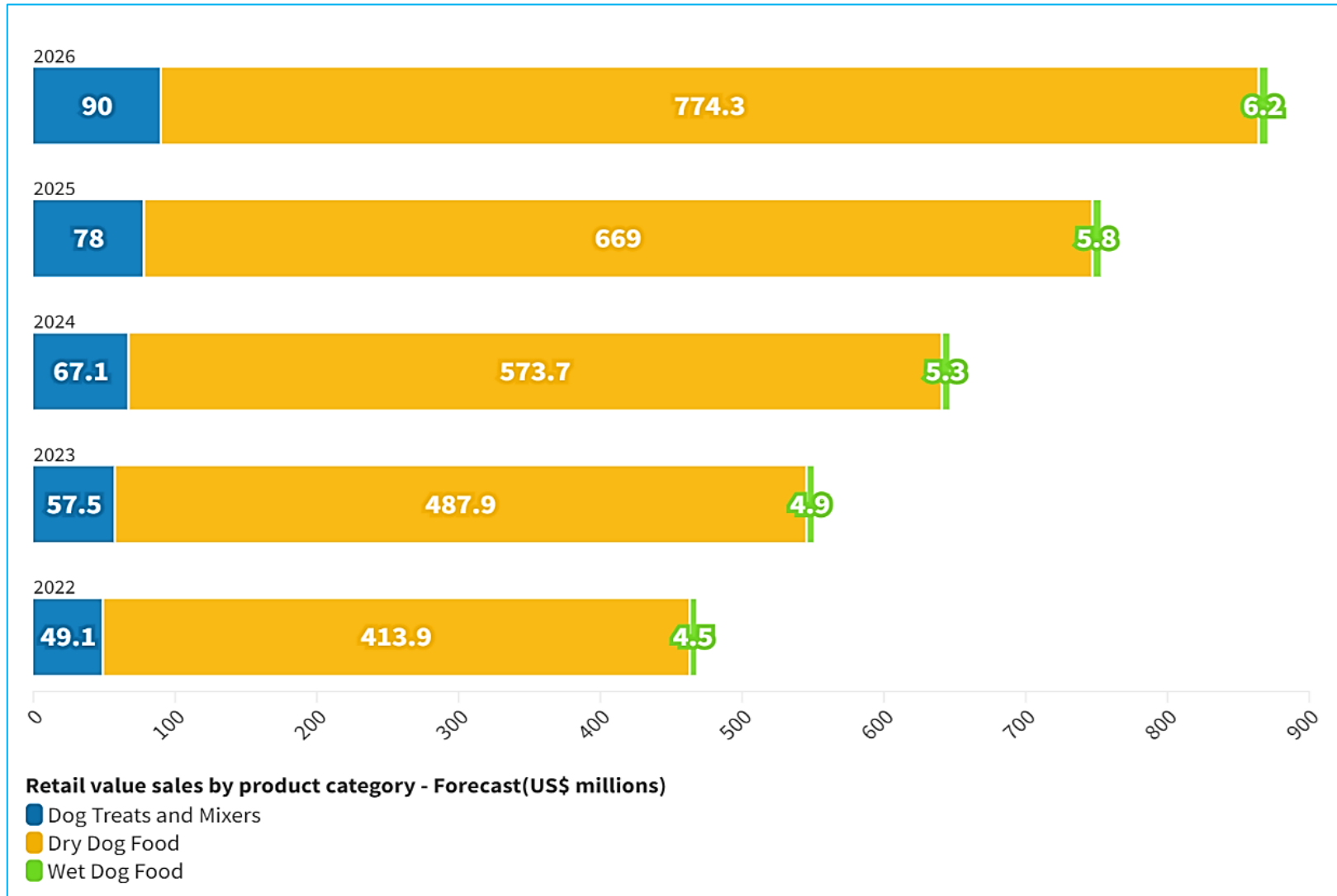
YEAR ON YEAR GROWTH

- Pedigree had fluctuating growth rates, with a significant spike of 35.70% in 2020, followed by a slightly lower rate of 24.66%
- The Others/Private Label category-maintained consistency around 20%, reaching a high-growth rate at one point but settling below that number recently
- The Royal Canin showed mixed trends, with higher growth rates earlier on and a decline over time
- Drools and Stylam Choostix had stable progressions within similar brackets across different periods
- N&D initially experienced explosive growth but later had lower than average scores, unlike other analyzed labels
- Jerhigh showed consistent and trustworthy growth with slight increases each year without drastic changes



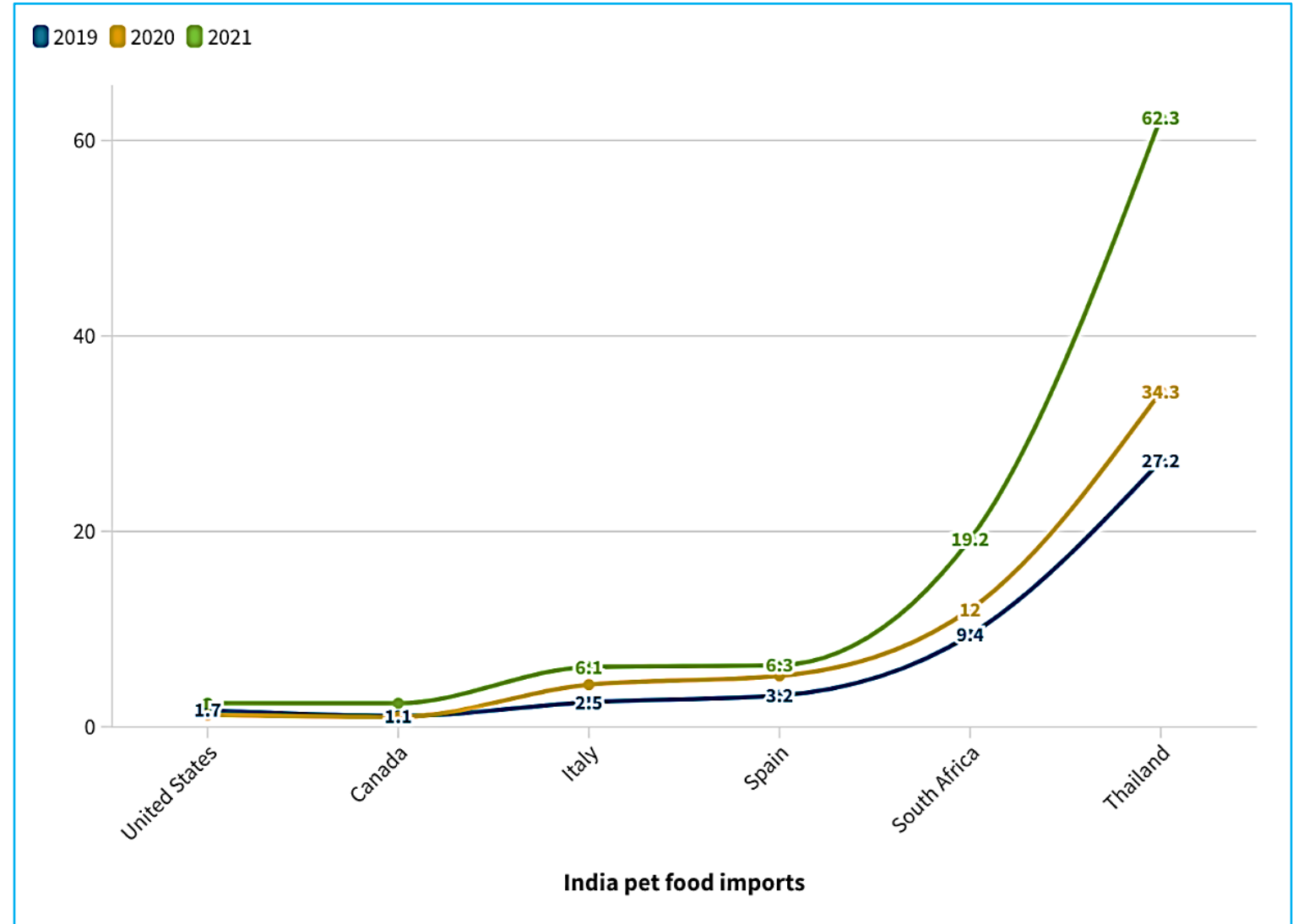
PRODUCT CATEGORY-FORECAST

- The retail sales of canine-related goods in India have been steadily increasing over the years
- The market for dog treats and mixers is predicted to rise significantly from 49.1 million rupees to 90 million rupees between 2022 and 2026
- Sales of dry dog food are projected to increase from INR 413.9 million to INR 774.3 million by the end of the forecasted period
- Wet dog food sales are expected to gradually increase from INR 4.5 million to at least INR 6.2 million
- Positive market conditions are indicated for these product sectors across different regions in India, offering encouraging possibilities



IMPORTS

- **Thailand:** Leading in imports with an impressive value of \$62.3M in 2021, a significant increase from \$27.2M in
- South Africa: Steady gains in imports, currently worth \$19.2M compared to \$9.4M two years ago
- Spain: Notable improvements with imports rising from \$3.2M in 2019 to \$6.3M in mid
- Italy: Consistent growth in imports, starting from \$2.5M and reaching around \$6.1M, indicating significant development in the country's economy
- Canada and the United States: Progressions in imports, although not as pronounced as other countries, showing increased demands, and expanding international ties benefiting local economies in North America



DESCRIPTIVE RESEARCH

A pair of black-rimmed glasses with a thick frame is resting on an open book. The book has a red bookmark visible on the left side. The background is blurred, showing more books and a wooden surface. The text "DESCRIPTIVE RESEARCH" is overlaid in white, bold, sans-serif font on the left side of the image.

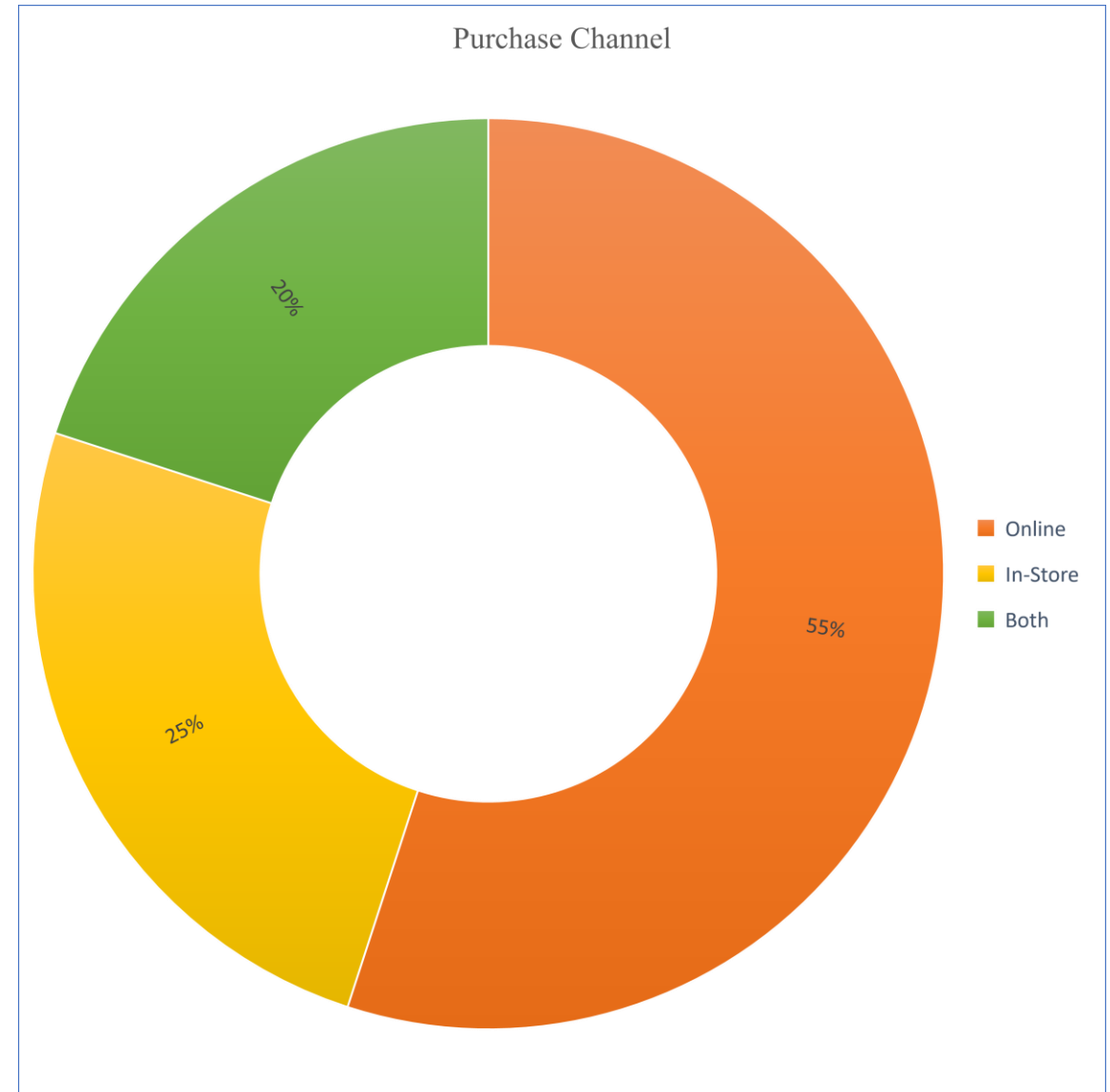
KEY FINDINGS FROM FACE-TO-FACE INTERVIEW

Respondent outlines for Face-to-Face interview

Sl. No	Name	Age	Profession	Type of Pet	No of Pet
1	Aditya	35	Software Engineer	Dog (Labrador Retriever)	2
2	Rohan	45	Businessman	Persian cat	3
3	Sameer	28	Fitness Trainer	Dog (German Shepherd)	1
4	Rajesh	31	IT Professional	Dog (Beagle)	1
5	Rohit	35	Business Owner	Dog (Golden Retriever)	2
6	Anjali	24	Student	Cat (Siamese)	3
7	Sneha	36	Business Analyst	Pair of Budgerigars (parakeets)	2
8	Aishwarya	40	Homemaker	Dog (Pomeranian)	1
9	Ritu	48	Writer	Dog (Shih Tzu)	1
10	Shruti	38	Homemaker	Dog (Pug, Labrador), Cat	3

PURCHASE NETWORKS

- 55% of pet owners prefer buying their pets' food online, indicating a majority preference for the convenience of online shopping
- 25% of pet owners still prefer purchasing in-store, highlighting the value of physically assessing products
- Approximately **20%** of pet owners prefer both online and in-store options, based on their specific needs and advantages of each method



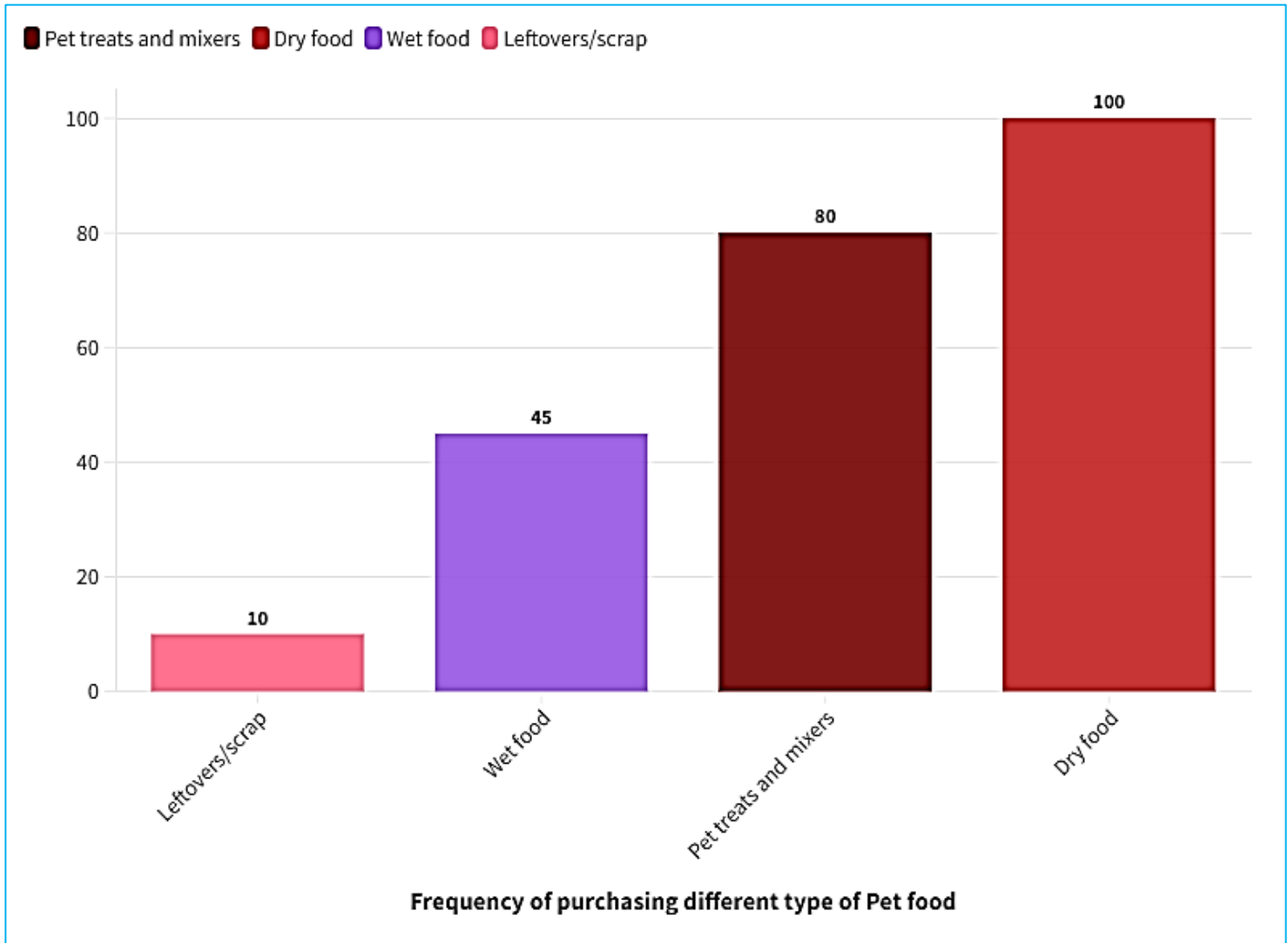
FREQUENCY OF PURCHASING DIFFERENT TYPE OF PET FOOD

Pet owners primarily feed their pets dry food, with treats and mixers given 80% of the time, wet food 45% of the time, and scraps 10% of the time

This demonstrates a commitment to providing a nutritionally balanced diet for their dogs

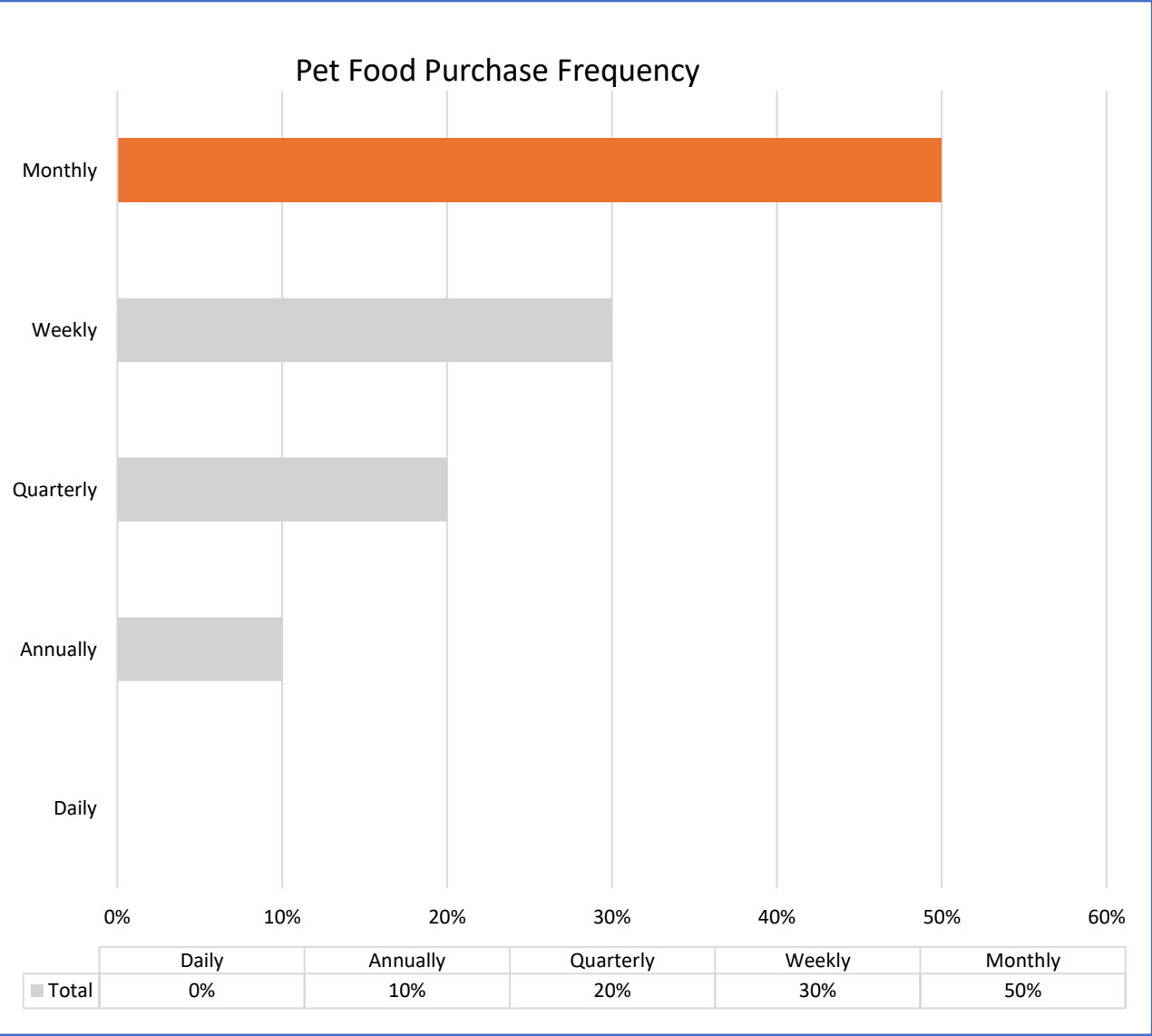
Dry kibble provides essential nutrients, while treats and mixers offer variety

Wet food helps keep pets hydrated and reduces waste compared to scraps or leftovers



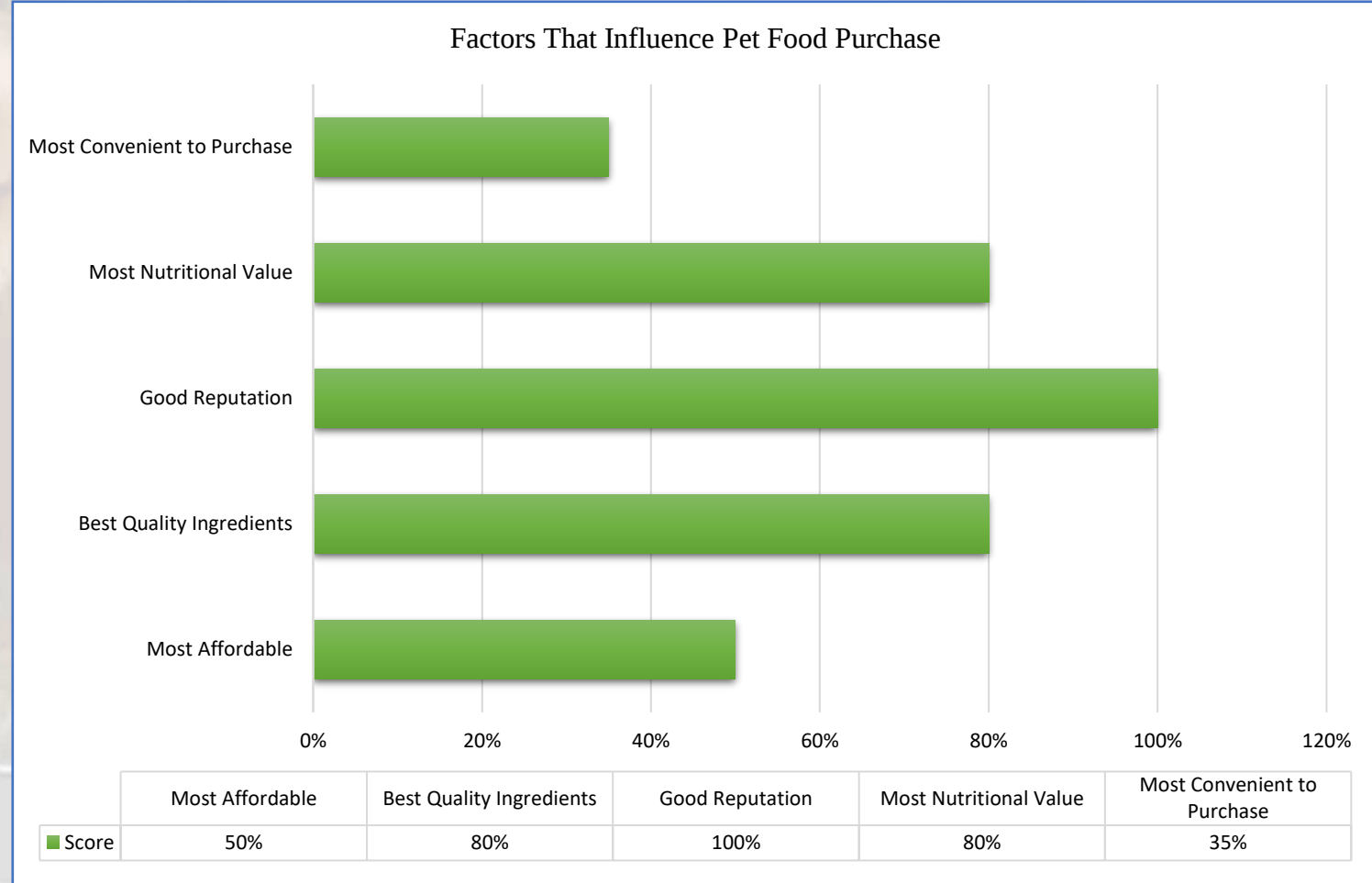
PET FOOD PURCHASE FREQUENCY

- None of the respondents mentioned daily pet food purchases
- Most respondents purchased pet food monthly
- Some respondents purchased pet food on a weekly or quarterly basis
- The findings indicate varied purchasing trends among pet owners for pet food



FACTORS THAT IMPACT THE CHOICE OF PET FOOD PURCHASE

- Cost: Moderately influences pet owners' decisions
- Reputation: Highly important to pet owners
- Pet owners prioritize reputation, quality ingredients, and nutritional value in pet food choices
- Affordability and convenience have less influence



ONLINE SURVEY

Respondents' profile for Online Survey

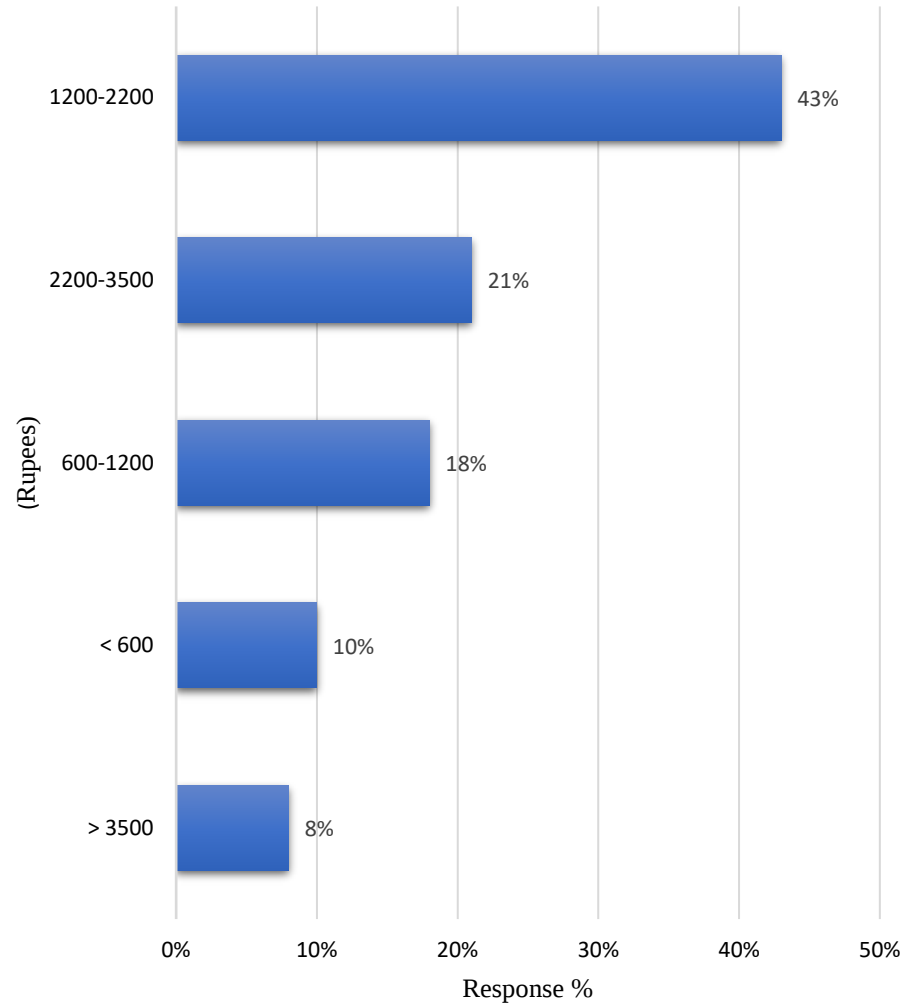
<i>Profiles (n = 75)</i>		Response %
<i>Gender</i>		
<i>Male</i>		36%
<i>Female</i>		64%
<i>Age</i>		
<i>21 – 30</i>		30%
<i>31 – 40</i>		49%
<i>41 – 50</i>		16%
<i>51 – 60</i>		5%
<i>Above 60</i>		0%
<i>Residence Type</i>		
<i>Apartment</i>		50%
<i>Flat</i>		40%
<i>Townhouse</i>		5%
<i>Single-detached house</i>		5%
<i>Profession</i>		
<i>Corporate Employee</i>		39%
<i>Businessman</i>		18%
<i>Fitness Trainer</i>		9%
<i>Homemaker</i>		10%
<i>Student</i>		4%
<i>Freelance</i>		20%

RESPONDENTS’ NO. OF DOGS/CAT OWNED

- The majority of profiles own one dog, with single-dog ownership being the most common
- Ownership decreases for those owning two dogs , three dogs , and four dogs
- Among the surveyed profiles, 60% own one cat, decreasing for those owning two cats , three cats , and four cats
- The results suggest a preference towards single-pet ownership patterns, as one dog and one cat are commonly owned by this group
- These insights provide valuable information about pet ownership preferences among the surveyed group

Profiles (n = 75)	Response %	Profiles (n = 75)	Response %
No. of Dogs Own		No. of Cat Own	
1	53%	1	60%
2	31%	2	32%
3	6%	3	5%
4	10%	4	3%

Approximate spending on pet food



MONTHLY SPENDING

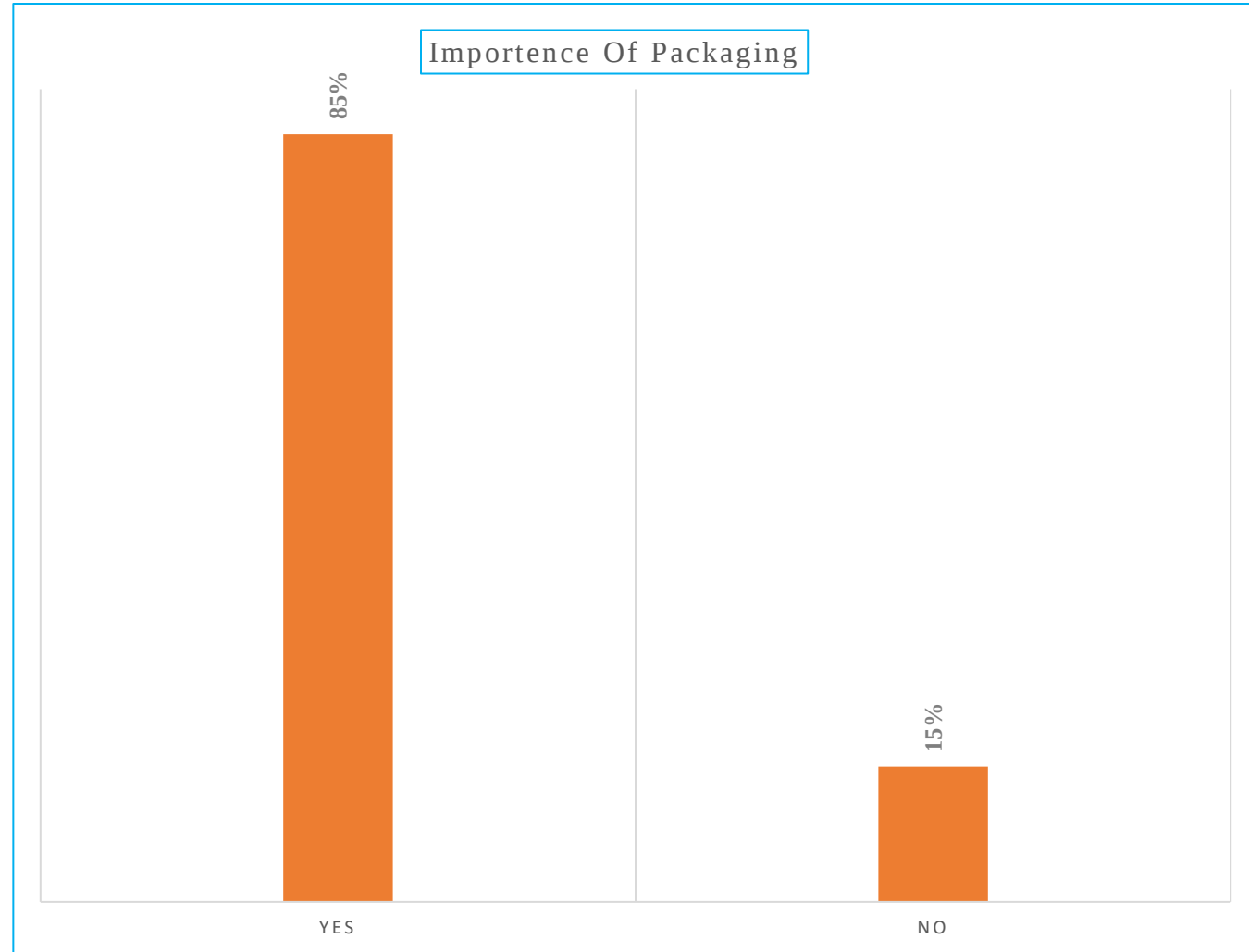
- 43% of respondents spend between 1200 to 2200 Rupees per month on pet food, showing a significant allocation towards this expense
- Approximately 28% spend below 1200 Rupees, indicating an economical approach to their spending habits
- About 29% invest above 2200 Rupees per month on premium or specialized pet food options, with 21% spending within the range of 2200 to 3500 Rupees
- Some individuals prioritize quality over budget constraints when purchasing pet food, while others prefer to spend moderately
- The data reveals diverse monetary preferences among the surveyed individuals in relation to pet food purchases
- Preference of Packaging

KEY ATTRIBUTE AFFECTING PURCHASING DECISION

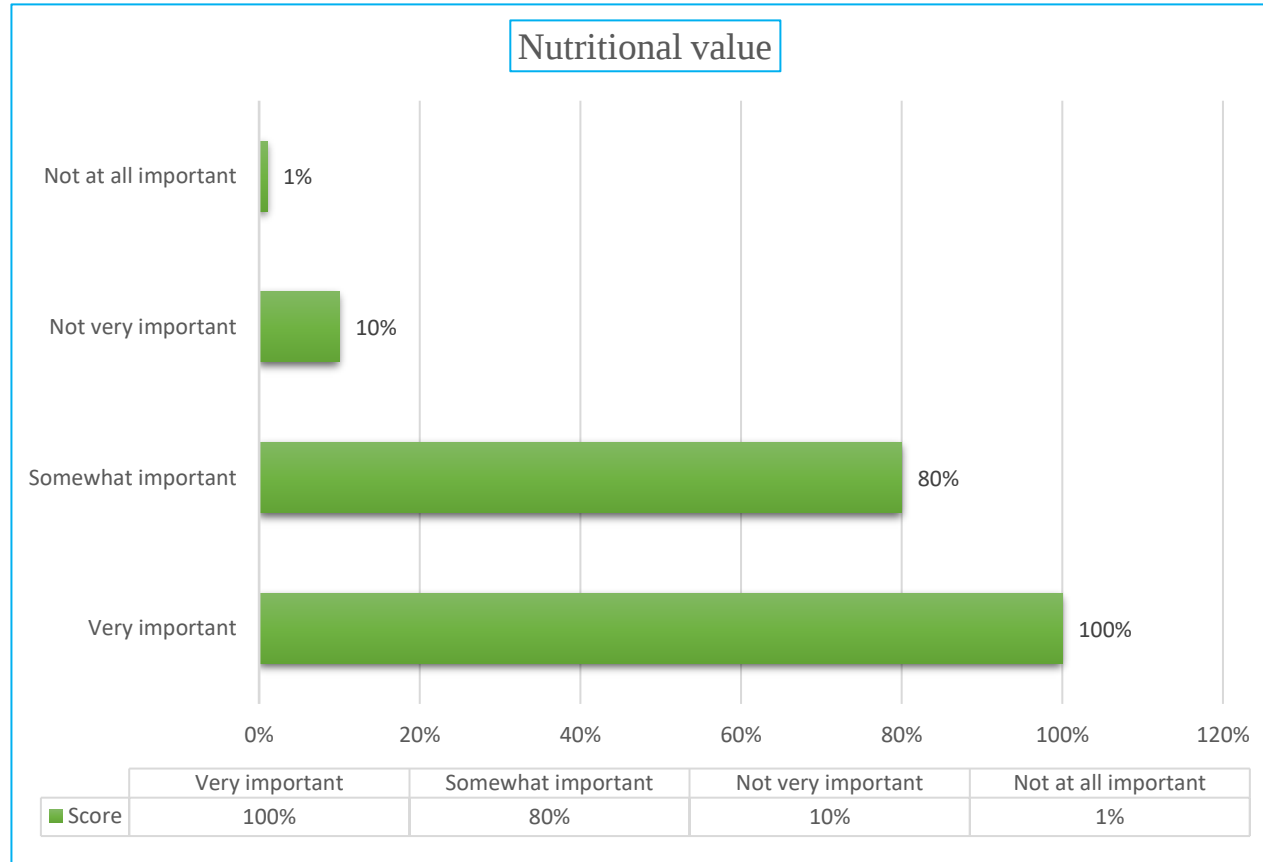
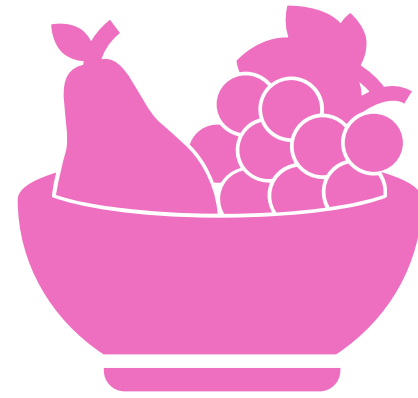


PREFERENCE OF PACKAGING

In the world of pet food, packaging reigns supreme. According to a survey of avid pet owners, **85%** consider attractive and informative packaging to be critical in their decision-making process.



PREFERENCE OF NUTRITIONAL VALUE

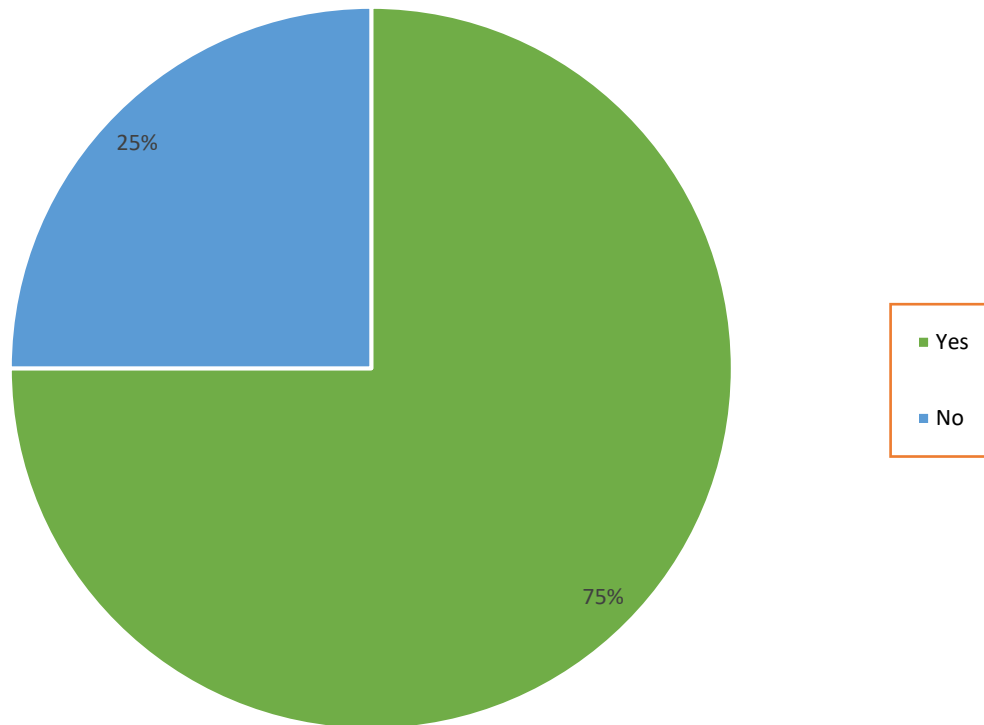


- Majority (180%) consider nutritional value important (100% very important + 80% somewhat important).
- Minority (11%) do not prioritize nutritional value (10% not very important + 1% not at all important).

HEALTH CONDITION



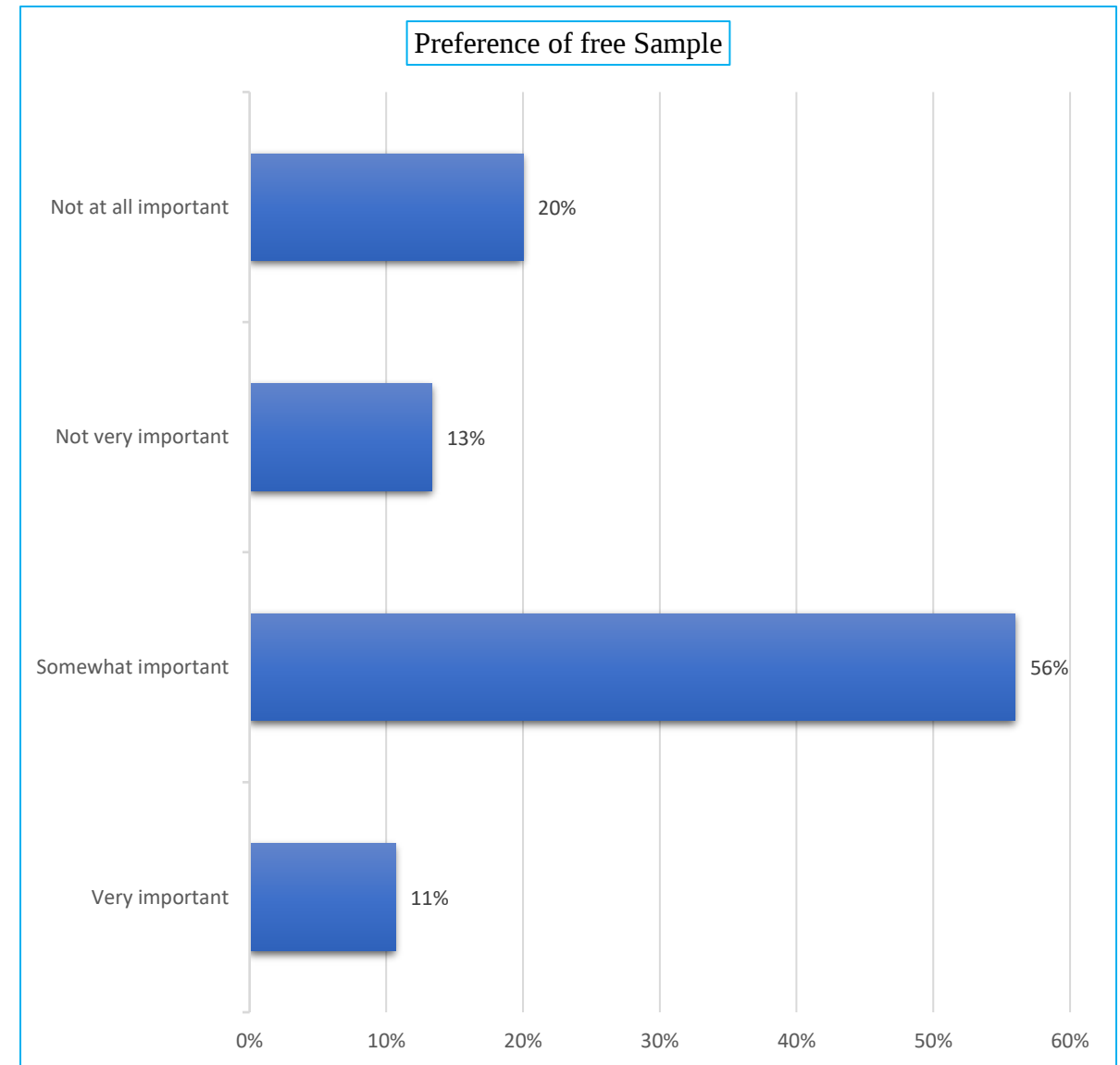
Preference of Switching - Health Condition



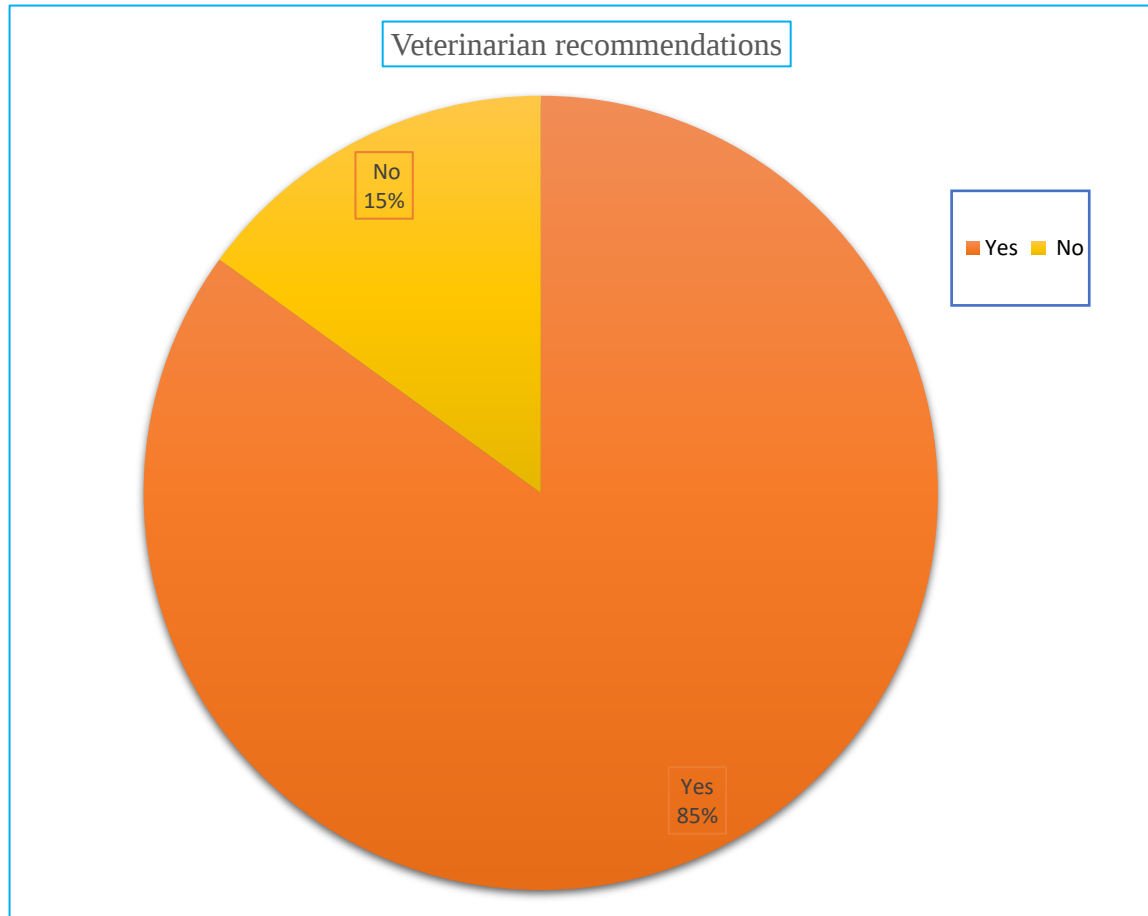
- The analysis of the given information reveals that the health condition labeled as "Yes" has a significantly higher prevalence, accounting for 75% of the cases.
- In contrast, the health condition labeled as "No" has a lower prevalence, representing only 25% of the cases.
- Without further context, it is challenging to draw specific conclusions about the nature of these health conditions

PREFERENCE FOR AVAILABILITY OF FREE SAMPLES

The majority of respondents (56%) find free samples to be somewhat important, while a smaller percentage (11%) consider them to be very important. Approximately one-third of respondents (33%) indicated that free samples are either not very important (13%) or not at all important (20%). Overall, 67% of respondents find free samples to have some degree of importance.



RECOMMENDATIONS OF VETERINARIANS



- The data analysis reveals that 85% of the surveyed veterinarians provided a positive recommendation, while only 15% expressed a negative recommendation.
- This indicates a strong majority of veterinary professionals support the suggested course of action or treatment. It is noteworthy that the positive response outweighs the negative response by a significant margin.

CONCLUSIONS

- Understanding the buying habits of pet owners is crucial for ensuring that pets receive adequate nourishment. Educating people about the best ways to feed their pets faces challenges such as promotional claims, inaccurate information, and influence from the human wellness and nutritional sect.
- However, the strong bond between pet owners and their animals, their commitment to providing optimal nutrition, and the guidance of veterinarians offer an opportunity for precise nutritional recommendations.
- The pet industry is expanding rapidly due to cultural trends that prioritize enhancing the quality of life for pets. Pet food receives significant investment as it directly impacts the well-being and lifespan of animals.
- Pet food plays a crucial role in the health and safety of pets, similar to the impact of diet on infants. Factors such as age, gender, income, and education influence pet owners' choices, while social influences and breed popularity also play a role.
- More research is needed to understand the complex interactions between these factors and their influence on pet ownership. Addressing these gaps in knowledge can inform strategies for responsible acquisition practices, education of potential owners, and improving canine welfare.
- Additional studies should explore environmental elements that shape human behavior to support responsible dog ownership effectively

REFERENCE

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<https://www.kankakeeanimal.com/blog/the-importance-of-nutrition-for-your-pets>
- Banton, S., Baynham, A., Pezzali, J. G., von Massow, M., & Shoveller, A. K. (2021, May 19). Grains on the brain: A survey of dog owner purchasing habits related to grain-free dry dog foods. PLOS ONE, 16(5), e0250806. <https://doi.org/10.1371/journal.pone.0250806>
- Morelli G, Stefanutti D, Ricci R. A Survey among Dog and Cat Owners on Pet Food Storage and Preservation in the Households. Animals. 2021;11(2):273. <https://doi.org/10.3390/ani11020273>

THANK YOU

