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Increasing pet diet and health awareness will drive the pet food market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Pet Food Market in India 2010 report covering a market which has been growing steadily with major potential for future growth. It is a part of Netscribes' Food and Beverages Series reports.

Mumbai, India – May 28, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Pet Food Market in India 2010*. The industry is at a nascent stage but with increasing pet ownership and humanization of pets, the market shows strong expansion potential with major opportunities for the players in this industry.

The report begins with the market overview section indicating the size and growth of the market including the market share of each segment. It also provides the import structure and highlights the major brands being imported.

An analysis of the drivers explain the factors for growth of the industry including low penetration of branded pet food, increasing pet ownership, increasing consumer awareness, and increasing organized retail chains. The key challenge identified encompasses high import duties and frequent bans on imports. Key trends have also been analyzed including dominance of non-vegetarian dog food, players providing customized products and services, and increasing promotional activities.

The competition section provides an overview of the competitive landscape with the share of players in the branded dog food market and including brief profiles of key domestic and foreign players in the pet food market. The key developments in the sector in over the last one year have also been highlighted.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

For more information please write to info@netscribes.com