



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

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

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# The Pet Industry: An Extensive Analysis of Petopia's Commercialization

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**ABSTRACT:** The study investigates the commercialization process of Petopia which brings an integrated AI-based digital platform to revolutionize pet care services. The digital platform Petopia responds to fast-increasing pet numbers and changing customer needs while solving problems related to accessibility and affordability and information-based pet care. The research combines 301 survey responses from primary data with existing academic studies to discover major pet owner difficulties and understand general public attitudes regarding pet production and rehoming. The study demonstrates that people require pet-friendly structures and digital solutions that match increasing consumer demands in this area. The recommended solutions suggest adopting machine learning technology to provide custom care services together with extending pet care services to rural areas as well as creating digital outreach initiatives for pet owners. The research demonstrates Petopia's ability to become a dominant player in the pet tech market by using technology to fulfill both functional requirements and emotional needs of contemporary pet owners.

## I. INTRODUCTION

The worldwide pet care industry has witnessed tremendous growth in the last decade due to the growing pet owners, the changing attitude towards pets, and rising disposable incomes. As per Grand View Research (2024), the size of the pet care market is said to be worth \$25.57 billion in 2023 and is said to grow at a compound annual growth rate of 9.21% from 2024 to 2030. This increase in the pet care market can be directly correlated to the changing attitude towards pets, counting pets as a family member, and the rising awareness of pet health and well-being.

Despite all this, this industry is faced with many major challenges that hinder owners from giving the best care to their pets. As the pet care industry is ever growing, pet owners are faced with many challenges, like sourcing reliable and high-quality products and navigating through the huge range of options. Pet owners are finding it increasingly hard to find time for their pets. In addition to time constraints, pet owners who live in suburban or rural areas might find it harder to give proper care for their pets with the limited resources in hand. Moreover, many pet owners, especially first-time pet parents, lack a clear understanding of pet health, nutrition, and care needs, which makes navigating the overwhelming information, both online and offline, a very confusing task.

With the given challenges, the pet care industry is looking towards AI-driven platforms and digital solutions. Our website, Petopia, aims to provide a comprehensive digital platform that helps address the various problems that pet owners face. It offers a unique solution by combining many pet-related services into one platform.

It is a one-stop pet marketplace that connects buyers, sellers, and adopters with a variety of pet products. Our platform also provides personalized pet care and reliable veterinary consultations, and even grooming services.

Petopia is designed to be a comprehensive, user-friendly platform that provides everything that a pet owner would ever need. Starting from a marketplace to expert advice, Petopia provides everything in one single place. Whether it's buying a pet, getting advice on nutrition, finding a reliable vet, or simply participating in pet communities, Petopia is a digital solution for modern pet owners.





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### II. REVIEW OF LITERATURE

(International City/County Management Association, 2011). **“Scientific studies of dogs and puppies from commercial dog-breeding establishments (puppy mills)”**

Scientists have evaluated behavioral and psychological conditions between dogs bred in commercial puppy mills and dogs owned as pets by the general public. Dogs bred in commercial facilities experience persistent psychological damage that causes them to develop heightened fears along with phobias while displaying compulsive tendencies and touch sensitivity. The paper addresses the welfare issues that arise from pet commercial breeding operations which sell puppies through retail stores and internet platforms

(Holloway, 2017). **“Benefits of Successful Adoption of Online Channels by Pet Care Small Businesses”:**

Pet care small businesses risk failure if they do not successfully adopt technologies that can make pet ownership easier and more affordable for their customers. Pet care providers and investors will gain insight into opportunities for technology to make pet ownership easier and more affordable and accessible. The literature reviewed was published between 2012 and 2017. This study is significant because the pet care services industry is rapidly growing, but often lacks the technologies to attract pet owners.

(Morrow, Zhang, Abood, & Verbrugge, 2023). **“Website Investigation of Pet Weight Management-Related Information and Services Offered by Ontario Veterinary Practices”:**

Maternal care websites of Ontario clinics contained information about nutritional counseling services in 66% of cases and weight management services in 54% of claims though fewer than half (46%) displayed educational materials for patients while physical therapy support reached only 16% according to 2023 research. None of the essential tools including food puzzles and measurement aids were featured in the study. The number of veterinary technicians at clinics directly affected their decision to post weight-related advertisements although corporate alliance and business locations did not influence the ads being displayed. The research shows that pet weight management promotional efforts on websites need improvement since clinics could provide better online educational content and support to their clients.

(Jacobovitz & Jolly, 2022). **“The impact of e-commerce on the pet sales landscape”:**

This article tracks the swift expansion of pet product online sales throughout the COVID-19 pandemic period. E-commerce activities in the global pet care market showed double growth from 10% in 2017 to exceed 20% by 2020 and experts project this figure will reach near one-third by 2026. The adoption of electronic commerce by pet suppliers stems from two main factors: fast-growing urban populations and smaller family sizes together with increasing animal-human relationships. The pet industry has transformed through three different market segments which include Amazon's general e-retail operations alongside Chewy's dedicated pet platform and traditional retailers who have launched internet-based services.

(KACHOLIA, 2022). **“Business plan on integrated digital platform for pet care service - The paw labs”:**

The 2021 business plan for The Paw Labs presents a single digital platform that links Thai pet owners who own dogs specifically to grooming services alongside training and veterinary services alongside pet sitting. The platform targets Bangkok's expanding pet market to digitize traditional pet care through an app connecting service providers with customers. Research in the plan shows high market demand and willingness to use such a service. The business purpose is to improve accessibility and quality and create convenience in pet care using technology while maintaining sustainability.

(Davies, 2024). **“The Growth of the Pet eCommerce Industry”:**

This article tracks that Pet eCommerce demonstrates rapid growth because both millennials and Gen Z and ordinary individuals view pets as integral family members. Special customized high-end products present a steadily rising market need. The market growth relies on online platforms that provide subscription services with price comparison abilities alongside delivery solutions. Different pet food delivery technologies partnered with enhanced delivery service platforms and social media tactics featuring pets now sustain online shopping interest from pet owners. Strong market potential exists within the pet industry because pet owners are growing in numbers and there are positive economic indicators.



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### III. RESEARCH METHODOLOGY

#### Approach:

This research follows a quantitative approach by utilizing survey methodology to gather insights from pet owners and people regarding their challenges and needs in pet care. Additionally, secondary research was conducted by analyzing industry reports, competitor platforms, and academic literature to validate the findings and identify market trends.

#### Data Sources:

##### Primary Data:

- A Google Forms survey was distributed among pet owners to collect first-hand data on their experiences, challenges, and preferences regarding pet care services.
- Sampling Method: A mix of random sampling and targeted sampling was used to ensure a diverse respondent base, including first-time pet owners and experienced pet parents.
- Sample Size: 301 respondents

#### Data Analysis:

##### Public Perception of Commercial Pet Breeding:

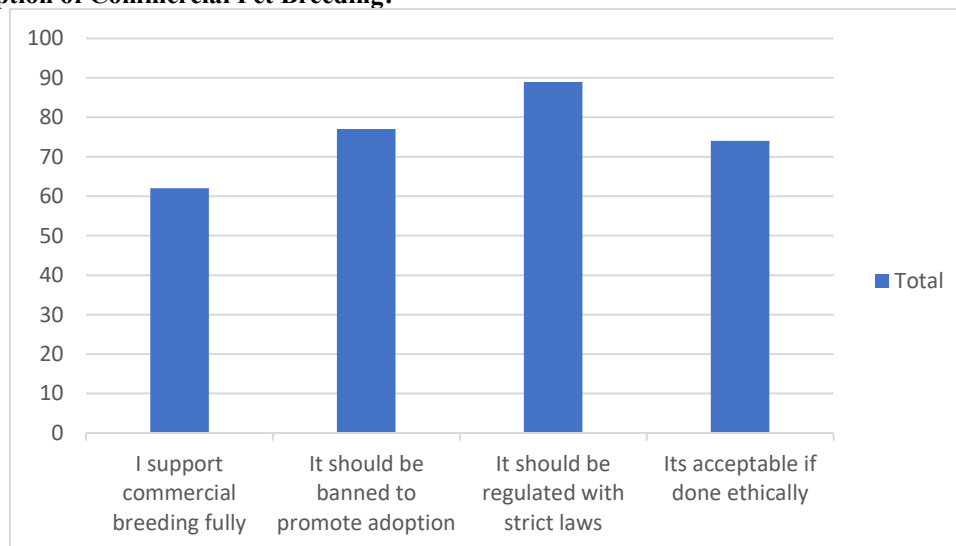


Chart 1

#### Interpretation:

A large percentage of people back the idea of regulatory oversight for commercial pet breeding as shown in the chart. A large number of participants totaling approximately 90 support commercial breeding regulations through strict laws as a measure to protect animal welfare and maintain ethical breeding practices. Approximately 77 respondents argue for banning commercial breeding operations in favor of promoting adoption rather than animal purchases. Among the respondents who provided their opinions about commercial breeding 74 individuals showed support for these practices when done ethically. A smaller portion of participants (numbering 63) exclusively approved of commercial breeding with no restrictions. The data indicates that people tend to support regulated commercial breeding instead of unrestricted breeding and oppose commercial breeding only in its pure form.



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### Preference for Adopting vs. Buying a Pet:

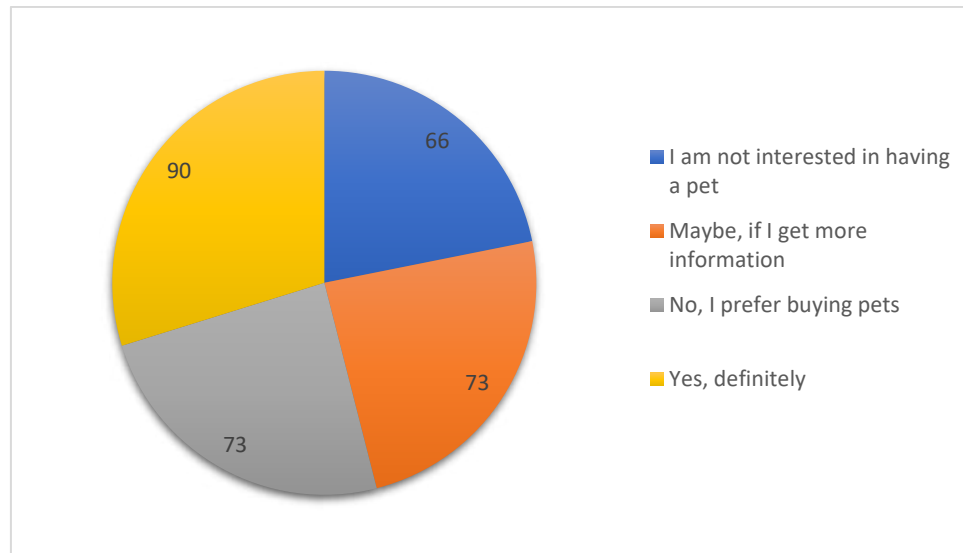


Chart 2

### Interpretation:

The graph visualizes how people wish to obtain their pets either through adoption or purchase. A majority of ninety survey participants declared their firm support for pet adoption by selecting “Yes, definitely” which demonstrates their highly favorable stance on adopting pets. Equally sized groups totaling 73 people divided between pet buyers and potential adopters depending on increased awareness show their unresolved or information-dependent approaches to pet ownership. The smallest segment among the respondents (66 participants) showed no interest in ever getting a pet. The data in the chart indicates high promise for pet adoption because most participants either stand behind it or might consider adoption when provided with enough information.

### Biggest Challenges Faced by Pet Owners:

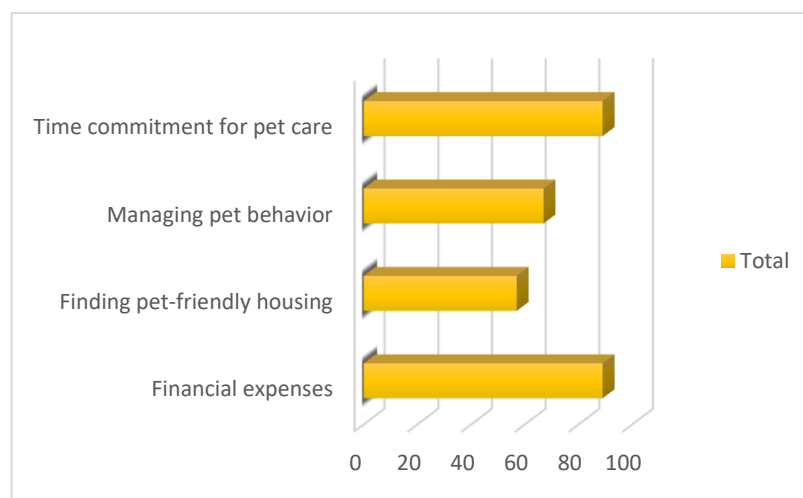


Chart 3



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### Interpretation:

The bar chart reveals the main difficulties that people dealing with pets experience. Pet owners rank financial expenses as their most crucial concern but time required for pet care follows closely behind as a primary factor that determines whether someone will own a pet. Pet owners face major difficulties in managing their pets' behavior but this challenge ranks below financial and time-related matters. Pet owners encounter the least difficulty when seeking pet-friendly housing yet this remains an important obstacle to many people. The data indicates that emotional preparedness does exist but practical constraints specifically money and time become primary factors that determine whether people buy pets.

### Importance of Pet-Friendly Public Spaces in the Community:

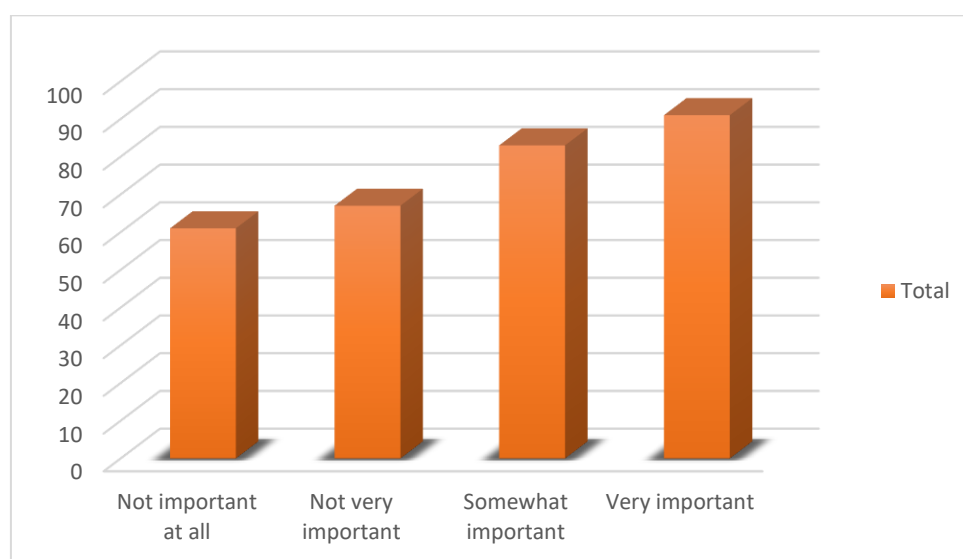


Chart 4

### Interpretation:

Public opinion about pet-friendly public spaces in the community becomes visible through this chart. Most community members recognize these areas as having significant value since "Very important" was selected by most participants followed by "Somewhat important". The data shows that most people opposed pet-friendly public places at a low rate because they did not consider such spaces insignificant or unimportant. Public data supports the clear preference for developing inclusive urban areas which welcome both humans and their pets because society is discovering the value of pet-friendly environments.

### Recommendations:

#### 1. Develop an AI-Driven Pet Care Platform:

Implement AI-based pet health monitoring to provide real-time health updates and preventive care suggestions. Use machine learning to personalize recommendations based on a pet's breed, age, and health conditions.

#### 2. Enhance Accessibility & Availability:

Expand services to rural and suburban areas through partnerships with local veterinarians and pet care providers. Offer 24/7 online veterinary consultations to assist pet owners in medical emergencies.

#### 3. Educate and Support Pet Owners

Create a knowledge hub with verified pet care information, covering nutrition, training, and first aid. Develop interactive chatbots or virtual assistants to provide instant guidance on pet health and behavior.

#### 4. Integrate E-Commerce & Service Marketplace

Establish a pet product marketplace that connects pet owners with trusted sellers of pet food, toys, and accessories. Provide on-demand grooming, pet-sitting, and adoption services to make pet care more convenient.

#### 5. Build a Strong Community & Engagement Platform

Introduce pet owner forums where users can share experiences, ask questions, and connect with experts. Organize virtual events, training sessions, and expert Q&As to enhance user engagement.



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Petopia has the potential to become a leading digital platform in the pet care industry by offering a comprehensive, user-friendly, and AI-powered solution to address the challenges faced by pet owners. By integrating marketplace, veterinary support, education, and community features.

### IV. CONCLUSION

The emergence of Petopia as a force in the pet care market came through its extensive product variety, coupled with services made to meet modern pet owners' needs. The company stands as a preferred pet retailer for pet lovers because of its strategic approach, combining customer-oriented services with technological implementations and convenient solutions.

Petopia demonstrates exceptional abilities for market-oriented innovation through its adaptive corporate structure. The company excels in the market through its diverse portfolio that includes premium pet products, together with grooming services and veterinary consultations, and customized pet care solutions. Petopia guarantees lasting success through its dedication to premium-quality products and outstanding customer service which deepens brand loyalty among its clients.

The growing business of Petopia requires proper management of identified challenges. The pet care sector displays intense competition because established firms and rising startups remain dedicated to developing innovative solutions which provide them better market position. The success of Petopia depends on operational scalability together with efficient supply chain management and the maintenance of consistent service quality in multiple locations across its business operations. The business needs to adapt its strategic decisions and operations because consumer preferences evolve as well as economic conditions and technological developments.

Petopia requires strategic efforts to preserve its growing organizational capabilities alongside market dominance. Market growth requires reaching new geographical markets while developing online operations to increase customer base accessibility.

The company should use data analytics with AI algorithms to generate custom recommendations that boost digital customer interactions. The supply chain requires enhancement to ensure smooth inventory tracking which prevents inventory depletion delays. The company should develop reward systems together with community programs and interactive services for their pet owners to strengthen brand loyalty.

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