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‘To Explore The Indian And International Market For Cat Apparel And Accessories’

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Abstract

The history of keeping pets shows how animals evolved from functional companions to beloved family members. In ancient civilisations cats, dogs, horses and birds were symbolised as a status symbol and companionships. Dogs were the first domesticated animals used for hunting and protection in the prehistoric times. Cats were later valued for pest control. ⁵With the increasing trend of pet humanisation, where pets are treated as family members, led to a rise for pet apparel and accessories. Pet owners are increasingly seeking stylish and functional clothing and other necessary options for their pets.⁶

This growth is driven by a rising number of cat adoptions and increased spending on pet wellness. While precise figures for the cat accessories market in India are scarce, the overall growth of the pet industry and the rising demand for pet accessories indicates a promising future for this segment.

This business initiative investigates the unexplored potential within the pet care market by establishing a venture dedicated to providing stylish, functional, and comfortable products exclusively for cats. The objective is to design and deliver innovative solutions tailored to the unique needs of feline companions. These include breathable and lightweight apparel, cozy and ergonomically designed bedding, interactive toys that stimulate a cat's natural instincts, and chic yet practical accessories such as collars and harnesses. The venture aims to combine aesthetics, functionality, and comfort to enhance the quality of life for cats while catering to the preferences of pet owners.

KEYWORDS: Aesthetic, Animal, Fashion, Funky, Pets.

Introduction:

Humans have kept pets for thousands of years for providing protection, assisting in hunting, controlling pests, and helping with transportation and labour. Cats were kept to manage rodents, while dogs guarded homes and assisted with herding or hunting. In ancient cultures, pets also symbolized status, wealth, and spiritual significance, as seen with revered animals like cats in Egypt.⁵ Companionship was always a part of pet ownership. In many ancient societies, animals were seen as sacred or symbolic, often intertwined with religious beliefs. For example, ancient Egyptians revered animals like cats and birds, associating them with gods and the afterlife. ⁶ The Industrial Revolution marked a turning point in animal rights, as the exploitation of animals in factories, for transportation, and in research became more prevalent. The 1970s saw the emergence of the modern animal rights movement, spurred by books like Peter Singer's *Animal Liberation* (1975), which challenged the view that animals exist solely for human use. The movement advocates for animals' intrinsic rights to live free from exploitation, focusing on issues like factory farming,

animal testing, fur trade, and the captivity of wild animals.⁴ Today, animal rights are enshrined in laws and organizations across the world, with campaigns against animal cruelty gaining traction in popular culture and politics. While animals were once viewed primarily as tools for human use, today's advocacy stresses their rights as sentient beings, urging societies to treat them with dignity, respect, and compassion.¹

The global pet accessories market was valued at approximately \$29.4 billion in 2020 and is projected to grow to \$42.3 billion by 2026. The Indian pet care market has explored a significant growth reaching a value of USD 10.5 million in 2024 with projections to reach 16.2 billion by 2026. Globally, cat accessories currently represent around 32% of this market, with expectations to increase to 40% in the coming years.¹³

History

The history of pet dates back thousands of years, evolving alongside human civilization. Dogs were the first animals to be domesticated, likely from wolves, around 15,000 to 30,000 years ago. Initially, they were used for hunting, guarding, and companionship. Cats were domesticated about 9,000 years ago in the Near East, particularly in ancient Mesopotamia or Egypt, where they were valued for pest control and later revered as sacred animals, especially in Egypt. In ancient civilizations, cats symbolized divinity in Egypt, while dogs were also companions and hunters. The Romans kept dogs, birds, and monkeys as pets, with exotic animals serving as status symbols for the wealthy. In China, small dog breeds like the Pekingese and Shih Tzu were bred as companion animals for royalty.³

During the medieval period, pets were primarily owned by the wealthy, as most people depended on animals for work or food. Dogs were used for hunting and guarding, while cats served to control rodents. The Renaissance and Early Modern periods saw pets becoming more common among the middle class, with birds, small dogs, and cats being particularly favored. Exotic animals like parrots and monkeys were introduced to Europe through trade. The 19th century, particularly during the Industrial Revolution, brought urbanization, which made pets a more integral part of household life rather than farm life. The Victorian era further popularized pets as symbols of refinement and affection, and the standardization of dog and cat breeds, along with the formation of organizations like the Kennel Club in 1873, marked a shift toward more formal pet ownership.⁴



In the 20th and 21st centuries, pets became deeply integrated into family life, often regarded as companions rather than working animals. The pet care industry expanded, offering specialized food, veterinary care, and accessories, while exotic pets like reptiles, fish, and small mammals gained popularity. Movements advocating for pet adoption and animal rights emphasized responsible pet ownership and welfare.¹²

Today, pets are a global phenomenon, cherished for their companionship, emotional support, and unique roles in human lives. Modern pets, particularly dogs, also serve as service animals for disabilities, and the focus on pet health and welfare has led to an explosion in the pet care industry, with specialized products for grooming, nutrition, and mental well-being. Additionally, the rise of adoption and rescue culture reflects a shift toward responsible pet ownership, making pets increasingly integral to family life and societal well-being. Dogs were the first domesticated animals used for hunting and protection in the prehistoric times. Cats were later valued for pest control. In ancient civilizations cats, dogs, horses and birds were symbolized as a status symbol and companionships.¹¹

Review Of Literature

H. Anja (2024) conducted a study on The History and Evolution of Cat Clothing and Accessories and it was found that from ancient Egyptian amulets to modern Instagram stars, cats have come a long way in fashion. Dressing up cats is a choice, but the trend isn't going away. Whether it's cute costumes, cozy sweaters, or fancy accessories, cats will keep winning our hearts—and stealing the spotlight—for years to come.

Pettsie (2024) conducted a study on Pet Grooming and Accessories Market Size and the History and Evolution of Cat Clothing and Accessories.

Walters, S. (2024). Conducted a study on how ancient civilizations treasured their pets.

"The Evolution of Pet Ownership" by PEDIGREE®: This article discusses the historical development of pet keeping, highlighting its rise in popularity during the Victorian era.

"Ask Smithsonian: When Did People Start Keeping Pets?" by Smithsonian Magazine: This piece delves into the origins of pet keeping, discussing archaeological evidence of early domestication and the evolving relationship between humans and animals.

"The Invention of Pets" by JSTOR Daily: This article examines how the concept of pets as companions is a relatively recent development, emerging prominently in the 18th and 19th centuries.

Feline Fashionistas: The History and Evolution of Cat Clothing and Accessories" by Pettsie: This article explores the journey of cat fashion from ancient times to the modern era, highlighting how cats have transitioned from wild hunters to cozy models of luxury apparel.

"The Evolution of Cat Fashion: From Ancient Egypt to Modern Day" on Medium: This piece traces the origins of cat fashion back to Ancient Egypt, where cats were revered as sacred creatures, and discusses how feline-inspired designs have permeated modern fashion.

Chic Whiskers (2023): This article delves into the early beginnings of dressing cats, noting that the concept dates back to ancient civilizations like Egypt, where cats were adorned with jewellery and small garments as symbols of their elevated status.

Pet Age (2024) This article highlights emerging themes such as luxury pet experiences, with high-end brands collaborating to launch limited-edition collections, and health and wellness integration, featuring products like cooling vests and joint-supporting harnesses.

The Pet Industry's Latest Trends, Innovations to be Showcased at SuperZoo in Las Vegas" by Pet Age (August 2024): This article previews new product lines, such as the Carolina Body Glove Pet Collection, which includes washable, waterproof, and UV-safe beds, accessories, and apparel designed for adventurous pets.

Pet Business (2024) This report notes that new product offerings help pet parents kick off 2025 with the latest trends across toys, apparel, accessories, beds, bowls, home décor, and more.

Financial Times (2025) This article explores the rise of 'pet tech' products, such as temperature monitors, fitness trackers, and automatic feeders, designed to alleviate the effort and cost of pet ownership.

GlobeNewswire (2022) Global pet accessories market to reach \$42.3 billion by 2026. Retrieved March 21, 2025

Market san data. (2025) India pet market assessment, opportunities, and forecast, FY2018–FY2032F. Retrieved March 21, 2025

TP market research. (2025) conducted a study on market analysis on pet accessories

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Market Research

Globally, cat accessories currently represent around 32% of this market, with expectations to increase to 40% in the coming years. This growth is driven by a rising number of cat adoptions and increased spending on pet wellness. While precise figures for the cat accessories market in India are scarce, the overall growth of the pet industry and the rising demand for pet accessories indicates a promising future for this segment. The market for cat accessories remains relatively scarce compared to the vast offerings available for dogs, despite the growing popularity of cats as pets.¹⁵

Some of the globally famous pet accessories brands include Petco, PetSmart, KONG, Trixie, Hartz, Whisker City, and Merrick. These brands are recognized for offering a wide range of high-quality pet products, from toys and grooming accessories to bedding and apparel. With a global presence, they have earned the trust of pet owners worldwide for their innovation, functionality, and commitment to pet well-being. Each brand has its own unique offerings, such as Petco and PetSmart's comprehensive selection, KONG's durable interactive toys, and Trixie's stylish and practical designs, ensuring they cater to the diverse needs of pets around the world. The Indian pet accessories market is also booming, with brands like Heads Up for Tails, PawsIndia, Just Dogs, Petwale, Mutt of Course, and Snoot carving out unique niches.²

Some of the most famous cat accessories brands around the world include Catit, Meowjuana, PetSafe, P.L.A.Y., Bergan, Frisco, and Whisker City. Catit focuses on interactive playing products such as cat water fountains and cat trees. Meowjuana offers unique line of catnip based products. P.L.A.Y [Pet lifestyle and you] is famous for its high quality, eco-friendly pet bedding and accessories that combine comfort and style. In India, Heads up for tails, The Doggie Doolz, Petveda, Paws India, The Cat lounge and Berrylush Pets offers high quality cat accessories.¹⁷ These brands are contributing to the growing pet care industry in India, catering to the evolving needs of cat owners. Despite challenges such as intense competition and supply chain issues, there are ample opportunities for businesses to expand through e-commerce, partnerships, and the introduction of innovative, tailored products. The cat accessories market is poised for continued growth, with a focus on sustainability, consumer education, and creating strong connections with pet owners.⁸

Many pet accessories brands around the world often price their products at premium levels, making them inaccessible to a large segment of pet owners. High-end materials, exclusive designs, and luxury branding contribute to the inflated costs, leaving many customers unable to afford these products despite their desire to provide quality care for their pets. As a result, these products are often limited to a specific demographic, excluding middle and lower-income groups from accessing essential items like stylish apparel, ergonomic bedding, and interactive toys for their pets. This creates a gap in the market where pet owners are forced to choose between affordability and quality, limiting their options for meeting their pets' needs.¹³

National Brands

1. **Paws India** - Paws India is an online shopping place of pet owners and pet lovers looking for new and top line pet products and supplies. Pawsindia was founded with the intention to provide top-notch pet foods over a wide range of choices and premium pet accessories for one's beloved pooches and cats.
2. **Pet wale** - Our mission of to provide choke proof, safe, comfortable pet products for our pets which keeps inspiring us every single day.



Fig No.1



Fig No.2

International Brands

3. **Kong** - Kong has been innovating since 1976 to enrich the lives of pets with the highest quality pet toys and treats. The Kong product line provides mental and physical stimulation through encouraging play, appropriate chewing habits, and controlled feeding to help ensure pets are at their happiest and healthiest at every life stage.

4. **Meowijuana** - Founded in 2016, Meowijuana set out with one mission—bringing joy to cats everywhere with the finest catnip products on the planet!

5. **Whisker City** - Whisker City is a PetSmart brand that offers a variety of cat-focused products, including cat trees, scratching posts, toys, and carriers, designed to provide cats with places to play, lounge, and scratch.

6. **Pet Safe** - PetSafe Brands is the leading manufacturer of pet products with an overall purpose of unleashing freedom for pet parents by keeping their pets happy, healthy, and safe.

7. **Hartz** - Hartz is a pet care brand that focuses on providing innovative, trustworthy, and affordable products, with a mission to strengthen the bond between pets and their families, and a vision to become the leading pet care company. Hartz pet products foster the Unconditional Love between you and your pet.¹⁸



Fig No.3



Fig No. 4



Fig No. 5



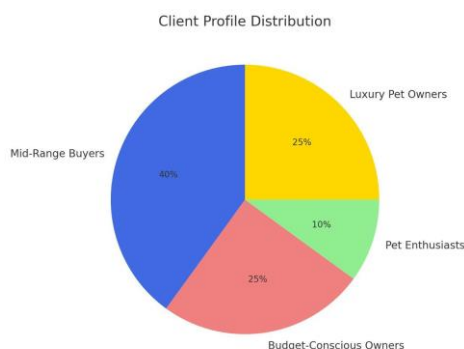
Fig No. 6



Fig No. 7

Client Profile: Target Audience for the Innovative Cat Accessories

The ideal customer for this innovative cat accessories brand is a modern pet owner who prioritizes their cat's comfort, safety, and style. They seek affordable, high-quality, and functional products that enhance their pet's lifestyle while aligning with current pet fashion trends. Below is a detailed breakdown of the client profile, covering all key aspects.¹⁴



The client profile is divided into four key segments, ensuring a diverse target audience while maintaining a focus on luxury and affordability.¹⁹

1. Luxury Pet Owners (25%)

This segment includes high-income individuals, celebrities, and pet influencers who seek exclusive, designer, and premium-quality pet accessories.

2. Mid-Range Buyers (40%)

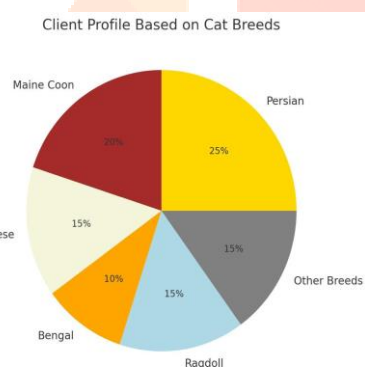
These customers prioritize quality and aesthetics at a reasonable price. They seek products that look premium but are affordable and durable.

3. Budget-Conscious Owners (25%)

This segment is cost-sensitive but still looks for fashionable and comfortable pet accessories. They are drawn towards discounts, seasonal sales, and value-for-money products.

4. Pet Enthusiasts (10%)

This group includes hobbyists, collectors, and gift shoppers who buy pet accessories for their aesthetic appeal or as presents. They might not own pets but purchase accessories for friends, family, or social media trends.



Different cat breeds have unique needs and preferences, influencing the type of accessories and apparel their owners purchase.²¹

1. Persian Cats (25%)

The Owners prefer luxurious, soft fabrics to complement their cat's long, silky fur. Popular choices include velvet bedding, embroidered collars, and elegant, flowing outfits.

2. Maine Coon (20%)

The Owners seek functional yet stylish accessories, given the Maine Coon's large size and thick fur. Cozy bedding, robust collars, and warm, durable coats are preferred.

3. Siamese Cats (15%)

The Owners like sleek, minimalistic, and sophisticated designs that suit the breed's slender frame. Lightweight apparel, silk scarves, and modern, streamlined accessories are common.

4. Bengal Cats (10%)

The Owners favour bold, exotic prints that match the cat's wild, spotted coat. Leopard-print bedding, statement collars, and adventure-friendly harnesses are in demand.

5. Ragdoll Cats (15%)

The Owners seek soft, comfortable, and elegant accessories that enhance their cat's relaxed nature. Plush bedding, frilly dresses, and lace-trimmed accessories are popular.

6. Other Breeds (15%)

It Includes mixed breeds and less common cats, where owners look for versatile, comfortable, and stylish designs. Custom-fit outfits, adjustable collars, and interactive toys are frequently purchased.

This segmentation ensures that product designs align with customer preferences, offering tailored collections for both male and female cats while maintaining an aristocratic theme.¹⁶

1. Demographic Profile

a. Age Group:

The primary target audience falls within the 22–45 age range. This group includes millennials and Gen Z, who are highly engaged with pet trends and online shopping. Older millennials and young professionals in this age bracket are financially stable and willing to spend on their pets.

b. Gender:

Primarily female buyers dominate this market. However, male pet owners who appreciate innovative pet products also contribute to the demand. Many cat owners, regardless of gender, are influenced by social media trends and seek stylish, functional pet accessories.

c. Income Level:

Middle to upper-class consumers who can afford quality but seek value for money. They are willing to invest in premium and innovative pet products that enhance their cat's comfort and lifestyle. The brand should offer a balance of affordability and premium appeal to attract different customer segments.

d. Occupation:

Young professionals with disposable income looking for convenient and stylish pet products. Entrepreneurs and pet business enthusiasts interested in modern pet care innovations. Homemakers and families who treat their pets as an important part of their household. Pet influencers and content creators who regularly showcase their pets on social media and prefer trendy, Instagram-worthy products.

e. Location:

Primarily urban and suburban areas where pet owners have access to online and boutique pet stores. Cities with a growing pet-friendly culture and strong e-commerce presence. Potential for international expansion in markets where pet ownership is rising.²⁰

2. Psychographic Profile

a. Lifestyle:

The customer treats their pet as a beloved family member and enjoys pampering them with quality accessories. They live a trendy, convenience-driven, and tech-savvy lifestyle, often engaging with brands through digital platforms. Many prefer eco-conscious, stylish, and ergonomic products for their cats. They are likely to participate in pet fashion trends, social media pet communities, and online pet forums.

b. Values & Interests:

Animal welfare and responsible pet ownership: They support ethical brands and care about pet safety. Fashion-conscious and aesthetic-driven: They look for pet products that complement their home decor and personal style. Preference for innovation: They appreciate unique, modern, and functional designs that enhance their pet's experience. Eco-friendly mindset: Many buyers prefer sustainable, biodegradable, or ethically sourced materials. Follows influencers & social media trends: They trust reviews, influencer recommendations, and trendy pet product launches.

3. Behavioural Profile

Shopping Behaviour:

Prefers exclusive, high-quality, and trendy pet accessories. Shops from pet specialty stores, e-commerce platforms (Amazon, Etsy, Shopify), and boutique brands. Engages in seasonal shopping, looking for summer-friendly, winter-cozy, or festive-themed pet accessories. Actively searches for innovative, problem-solving pet products such as breathable cat clothing, ergonomic beds, or interactive toys.

4. Brand Loyalty:

Will remain loyal to brands that offer quality, comfort, and unique designs. Prefers brands that have a strong digital presence, engage with customers, and provide an interactive shopping experience. Appreciates customer service, pet-friendly product guarantees, and sustainability initiatives.

5. Online Presence:

Highly active on Instagram, TikTok, Pinterest, and Facebook pet groups. Follows pet influencers and social media communities for product recommendations. Often engages with brands through comments, likes, and shares on social media. Relies on pet product reviews and influencer unboxing videos before making a purchase.

4. Pain Points & Needs

Lack of stylish and innovative cat accessories: Many products on the market are either too basic or overpriced. Uncomfortable or impractical pet clothing: Customers struggle to find breathable, lightweight, and cat-friendly apparel.

Expensive pricing: Many stylish pet brands cater only to high-income groups, leaving budget-conscious pet owners with limited choices.

Limited product customization: Customers want more personalized options such as custom-sized clothing, engraved tags, and bespoke designs.

Needs & Expectations (What They Want from a Brand):

Innovative, stylish, and functional accessories that enhance their cat's daily life. Affordable yet premium-quality products that offer great value for money. Breathable and ergonomic designs, especially in cat clothing, to prevent discomfort. Eco-friendly materials for sustainability-conscious buyers. Exclusive and trendy designs that align with global pet fashion trends. Easy-to-maintain, washable, and durable products. The target customer is a modern, trend-conscious, and quality-driven cat owner who seeks a balance of style, function, and affordability in pet accessories. They are highly engaged in digital trends, shop online frequently, and prefer brands that offer stylish, practical, and comfortable accessories for their cats.²²

Product Development.

Creating cat accessories involves a combination of creativity, functionality, and an understanding of feline behaviour. Whether designing collars, beds, toys, or clothing, it is essential to prioritize comfort, safety, and durability. The materials used should be soft, lightweight, and pet-safe, ensuring that they do not cause discomfort or harm to the cat. Additionally, accessories should serve a real purpose, whether for identification, comfort, play, or protection.¹⁰

The first step in making cat accessories is selecting the right materials. Soft fabrics like cotton, fleece, and mesh are ideal for clothing and bedding, while durable materials like nylon and leather work well for collars and harnesses. Eco-friendly and non-toxic materials, such as organic cotton or bamboo fibre, are increasingly popular due to growing sustainability concerns. For scratching posts and interactive toys, sisal rope, wood, and non-toxic plastic are commonly used to ensure long-lasting durability.

Different cat accessories require specific crafting techniques. For collars and harnesses, nylon or leather straps are cut to the appropriate length and fitted with quick-release buckles, adjustable sliders, and D-rings for ID tags. Cat beds involve sewing soft fabric pieces together and stuffing them with foam or filling to provide a cozy resting spot. Toys, particularly catnip-infused ones, are made from felt or fabric and securely stitched to prevent the stuffing from coming out. Clothing items, such as shirts or coats, should be lightweight, breathable, and fastened with Velcro or snap buttons for easy wear and removal. Scratching posts are built with a sturdy wooden base wrapped tightly with sisal rope to withstand a cat's scratching instincts.

When designing cat accessories and apparel, it is essential to offer multiple sizes to accommodate different breeds, body structures, and growth stages. Below is a structured breakdown of the sizing system:⁹

When designing cat accessories and apparel, selecting the right fabrics and materials is crucial for ensuring comfort, durability, and safety. Below is a breakdown of suitable fabrics and materials for various product categories:²¹

Materials for Cat Toys, Play Accessories Clothing & BEDDING¹¹

Material Type	Properties	Best Used For
Organic Cotton	Safe, non-toxic, durable	Soft plush toys
Faux Fur	Soft, fun texture	Interactive toys
Jute & Sisal	Strong, cat-friendly	Scratching posts
Wood	Sturdy, natural	Climbing furniture
Felt Fabric	Soft, durable	Toy mice, chewable accessories
Cotton Canvas	Durable, breathable	Everyday pet beds
Sherpa Fleece	Ultra-soft, insulating	Cozy cat beds, blankets
Plush Velvet	Soft, elegant, warm	Luxury beds, cushions
Nylon Webbing	Strong, lightweight, water-resistant	Standard harnesses, safety collars
Faux Fur	Lightweight, moisture-wicking	Washable bedding
Suede	Soft, elegant finish	Designer collars and bedding
Elastic Bands	Stretchable, adjustable	Adjustable collars

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