



Current status and market dynamics of the emerging pet industry in Bangladesh: Insights from a nationwide survey of pet owners and veterinary clinics

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ABSTRACT

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A large number of people are interested to rear pets in their households' now-a-days in Bangladesh. Therefore, the study was conducted to know the current scenario of pet rearing, emerging trends, market transformation, prospects, and challenges of the pet industry in Bangladesh. Three well-structured questionnaires were developed to collect the data. The study found that 90% of pet animals were cats, and 10% were dogs. The current pet market is valued at approximately 236 crores BDT (\$19.21 million), with a market growth rate of 13%. Pet food had the largest (57.84%) market share. All pet products were imported from different countries. More than 85% of pet professionals had <5 years' experience. Pet practitioners mostly (82%) used human and other animal's medicines. Four leading companies are currently importing pet vaccines and the market share of Flu (PCH) vaccine was highest (62%) for cats. Foods were imported from Thailand (42%), Turkey (31%), China (12%) and others (15%) whereas litter was mostly imported from China (98.66%). Students were more involved (43.9%) in cat rearing but more average number of cats was raised by housewives (4.31). About 42.6% of cat rearers raised their cats for > 3-5 years. Among the cats reared, 40% were local breeds followed by mixed breeds (35%), and Persian breeds (25%). Approximately 56.6% of cat owners purchased commercial food while 50.9% purchased litter. Vaccination coverage in the surveyed areas was reported at 62.5% and 49% of owners used medicines, with an average annual cost of BDT 4369 (\$35.64) per cat. Despite challenges such as limited information, lack of infrastructure, high costs of pet care products, poor-quality supplies, unavailability of vaccines, and limited access to pet clinics in many areas, the pet industry in Bangladesh is experiencing growth driven by rising demand for pet care services and products.

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1. Introduction

Approximately 1 billion pets are available throughout the world (GlobalPETS 2024). Among the pets, cat and dog populations have increased over the years globally. Recent estimates show that there are currently over 370 million pet cats globally, up from 300 million in the early 2000s, while there are currently about 500 million pet dogs, up from 400 million in the same period (Worldostats 2025) indicating a steady upward trend of pets in the world. Several factors including urbanization, changing lifestyles, and a greater benefits of the animal companionship facilitated the increased trend of pets in the world. Cats are more popular pets among men (52% of men owning cats) than women (48% of women) (GlobalPETS 2024). Like other countries around the world, demographic changes, rising income levels and the

COVID-19 pandemic have driven more people to adopt pets in Bangladesh. Pet animals can have a big impact on people's lives by providing entertainment, support, and companionship. Evidence suggested that having a pet around could improve people's psychological health by encouraging strong emotional bonds (Stähl et al. 2023; Wells 2009). Pet ownership has been associated with lower depression levels in its owners (Clark Cline 2010; Chakma et al. 2022). People usually rear pets, particularly cats and dogs, to combat loneliness (Kuzniar 2006; Beck 2011; Irvine 2013; Bradshaw 2017). There are also several therapeutic, physiological, and psychological benefits that pet owners can enjoy (Wood et al. 2015). These include lowered blood pressure, a lower chance of heart attacks, increased physical activity, increased sensory stimulation, emotional support, and a stronger

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sense of physical and psychological well-being. Moreover, there are also several benefits to owning a cat or dog such as playing with children, house guarding, warning about the unfavorable conditions, gifts to special persons, and economic goals (Parvez et al. 2014).

According to the National Guideline for Animal Bite Management (MHFW 2021), there are over 1.7 million dogs in Bangladesh, of whom 2,89,000 are pets. On the other hand, there are around 4.0 million cats in our country (Worldostats 2025), of whom 5,64,848 are kept as pets (ACI 2024). Typically, many households in Bangladesh are becoming increasingly aware of the need to take care of their pets and are willing to spend more on modern pet care products. The market for pet care products in Bangladesh is anticipated to increase steadily between 2025 and 2029. China leads the Asia-Pacific region, which also includes India, Japan, Australia, and South Korea. These nations together create a dynamic and changing market environment that is fueled by innovation and the growing uptake of emerging technologies (6W research 2025).

In our country, cats are more popular as pets than dogs because they are easier to keep in apartments or a single house. Pets, especially dogs, are not permitted in multi-storied buildings. Over the past few decades, domestic cats have become increasingly popular as pets both domestically and internationally (Lepczyk et al. 2015). Dhaka has more cat owners than other Bangladeshi cities, indicating a growing trend of cat ownership (Halder and Rahman 2023). Several factors contribute to the popularity of cats, due to their affectionate nature, lower maintenance requirements, and the joy they provide to the owners (Chomel 1992). Domestic cats have now grown to be beloved members of many families because they provide companionship, comfort, and entertainment (Chakma et al. 2025). There are many different cat breeds available from local pet cat breeders, including Persian, Siamese, Maine-coon, mixed breeds, and native cats. The growing demand for services is also driving an increase in the number of pet clinics and pet shops.

Even though the pet industry has grown dramatically over the past five years but there is a lack of adequate research in this field and little data are available in Bangladesh. There is no comprehensive study has been conducted to date to understand the present status of pet industry, its growth, challenges, and future perspectives. Therefore, the purposes of this study were to understand the current scenario, growth, market transformation, prospects and challenges of the pet industry in Bangladesh.

2. Materials and Methods

In this study, primary information was collected randomly from 148 pet parents, 30 pet shop owners, 25 pet clinic owners across the 8 divisions of Bangladesh, and also from secondary sources.

2.1. Data Collection

Three well-structured questionnaires (for pet parents, pet shops, and pet clinic owners) were developed by the expert team members for this study and pre-tested before data collection. An independent survey team was

assigned to collect data through direct interview from the three categories of target peoples via purposive random sampling technique. The study was conducted in 8 divisions (Dhaka, Chattogram, Rajshahi, Khulna, Mymensingh, Rangpur, Sylhet and Barishal) of Bangladesh from January to December, 2024 using the mentioned structured questionnaires. Data were collected from the each division including divisional cities, district level, upazilla level, urban and peri-urban zones randomly where pet animal clinics concentrated due to higher pet ownership and resources. Before data collection, participants were well informed about the purpose of the study and participants willingly gave their consent to participate in the face-to-face interviews.

2.2. Statistical Analysis

The collected data and information from the surveys were scrutinized, classified, and coded. For analyzing the data, descriptive statistics were performed using SPSS 31.0 software.

3. Results and Discussion

3.1. Pet industry

3.1.1. Pet population in the survey areas

There are 2,89,000 pet dogs (MHFW 2021) and 5,64,848 pet cats in our country (ACI 2024). However, the study found that 90% of the pet animals who visited the clinics for various services were cats, and 10% were dogs. The percentage varied from 87-99% among division to division in Bangladesh (Table 1).

Table 1. Number and percentage of pets those came to clinics for various services

Name of Division	No. of clinics	Total number of pet cats and dogs	No. of pet dogs	No. of pet cats	% of pet cats
Dhaka	11	3360	440	2920	87
Chattogram	2	736	27	709	96
Rajshahi	2	910	45	865	88
Sylhet	2	2260	240	2020	89
Mymensingh	2	627	18	609	97
Barishal	2	430	25	405	94
Rangpur	2	550	90	460	84
Dinajpur	2	1025	15	1010	99
Total	25	9271	882	8389	90

Total number of pet cat and dog came to clinics (in a month; December, 2024)

This study found that the current pet market is about 236 crores (\$19.21 million)-based on analysis of various reports and market growth is about 13.25% (Table 2). Besides these, there is a big market for live pet animals. According to the National Board of Revenue in Bangladesh, the imported live pet animals and birds worth BDT 285.21 crores (\$ 23.23 million) in 2020-21 which was higher as compared to the previous year [BDT 229.77 crores (\$ 18.74 million) in 2019-20] (Ali 2022). The pet industry makes a big market sale of about BDT 200 crores (\$ 16.29 million) annually in Bangladesh, with the market growing more than 20% every year (Halder and Rahman 2023).

Table 2. Current market of pet products and annual growth

Name of products	Market of pet product in 2023 (million BDT)	Current market of pet products in 2024 (Million BDT)	Annual growth (%)
Vaccine	117	161	13.25
Food	1,240	1,369	
Litter	316	354	
Medicine	406	468	
Accessories	11	15	
Total	2,090	2,367	

Data were collected from pet clinics, pet shops, pet owners and estimated based on the usage of pet products in Bangladesh

3.1.2. Pet products

As per our study result, the pet products market was primarily divided into five segments: pet food, pet litter, vaccines, medicines, and accessories. Most of these pet products were imported from other countries. Pet shops, some pet clinics, and online shops usually sold these pet food, pet litter, and accessories. The study also indicated that pet food had the largest (57.84%) market share (Figure 1). Pet food was mostly imported from different countries (Figure 3). Pet clinics were the primary source of the medicines and vaccines.

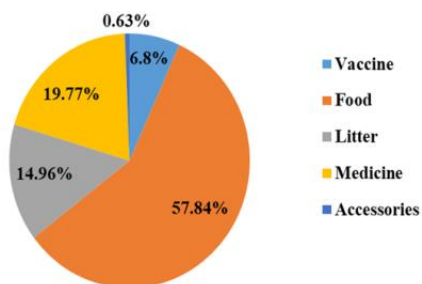


Figure 1. Current market share of pet products in Bangladesh

3.1.3. Pet clinics

According to the survey, there were 236 pet clinics spread throughout the country. Veterinarians in clinics provide veterinary services to the pets. Our study found that more than 85% of pet professionals have fewer than five years

Table 3. Demand and supply of pet vaccines

Name of vaccine	Estimated demand of vaccine ('000)	Estimated supply of vaccines ('000)	% Supply against demand	Formal Supply ('000)	Informal supply ('000)	% of informal supply	Pet animals
Rabies	296	165	55.7	154.2	10.8	6.55	Cat and dog
Flu (PCH)	533	330.4	62.0	229.6	100.8	30.51	Cat
DHPPL	58.3	40.4	69.3	40.4	0	0	Dog
Total	887.3	535.8	60.4	424.2	111.6	20.83	

In Bangladesh, four leading companies like Square Pharmaceutical, Rafique Pharma, Pharma & Farm, and recently ACI Limited are now supplying pet vaccines to these pet clinics but still there is informal

of experience. About 126 of the 236 pet clinics were in Dhaka, with the remaining clinics found in the other divisions of the country. These private pet clinics provide veterinary care, including consultancy, vaccinations, routine check-ups, and specialized treatments, surgery, ultrasonography, etc. This study also found that 69.92% of pet clinics also sell pet food, litter, and other accessories.

In addition to the private clinics, the Department of Livestock Services' had the Central Veterinary Hospital (CVH) and Chattogram Veterinary and Animal Sciences University (CVASU) has its teaching and training pet hospital and research centre hospital at Purbachal, Dhaka. In addition to the private pet clinics in Mymensingh city, the Veterinary Teaching Hospital (VTH) at Bangladesh Agricultural University (BAU) offers a full range of services for pet animals. They had all modern facilities for pet disease diagnosis, treatment and other technical services. The veterinarians who work in the Department of Livestock Services (DLS) at district and Upazilla level also provide some services for pet animal. The survey revealed that the average number of pet animal arrived to private pet clinics per day varied from 5-50 depending on the location and facilities of the clinic. The majority of the medicines and vaccines are sold by pet clinics.

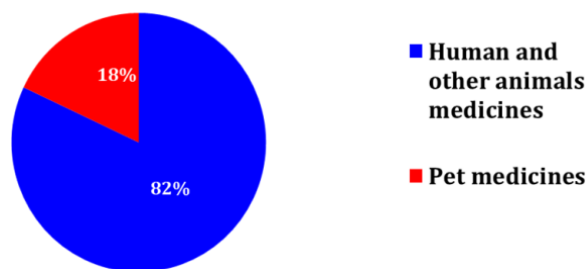


Figure 2. Types of medicines used in pet animal

Our study showed that the vaccines that are available for dogs were Rabies & DHPPL (Distemper, Hepatitis, Parvovirus, Parainfluenza and Leptospirosis) and for cats were Rabies, Feline Panleukopenia, Feline Herpesvirus Infection, and Feline Calicivirus Infection (PCH). The pet practitioners mostly (82%) used human and other animal's medicines and only used 18% pet medicines for the treatment of pet animals (Figure 2). This is due to very few medicines available specifically for pets.

sources/authorized supply (~over 20%) shown in Table 3. These companies import vaccines from South Korea, Germany and Czech Republic. Previous studies showed that pet vaccine market, which was impacted by informal

suppliers at 44% in 2023 and is now at 20%, is still affected due to unauthorized supply. The market share of Flu (PCH) vaccine was the highest (62%; 330400 doses out of the total 533800 doses).

3.1.4. Pet shops

There are more than 4,000 pet shops in our country, and the pet market is expanding day by day (ACI 2024). There are pet shops in Mirpur, Gulshan, Uttara, Khilgoan and the Katabon Market in Dhaka. They have also been spreading to other important cities in Bangladesh. Pet shops sell a variety of cat and dog products including cat and dog food, different types of litter, playing instruments, grooming accessories etc. In addition to direct sales from the shop, there are some online shops that sell the pet products.

The results of the field study showed that different dog and cat food varieties with varying flavors and pack sizes were imported from various countries like Thailand, Turkey, and China etc. Four leading brands (Smart Heart, Whiskas, Jungle and Drolls) were found to hold almost 60% of the food market. All pet foods were imported from outside of the country (Figure 3). Recently few companies have started to prepare very small quantity of pet food, but the quality is a matter of concern. Feed industries should come forward to prepare quality pet food.

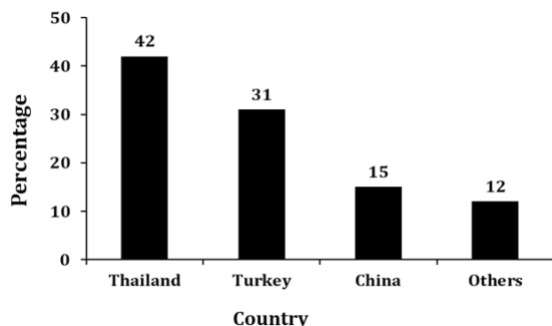


Figure 3. Countries of importation of pet food

Similar to food, various litter brands, flavors, and pack sizes were imported from different countries and sold in Bangladesh. According to our study, litter was mostly imported from China (98.66%). The top three brands that marketed these litters covered almost 70% of the total market share (Figure 4).

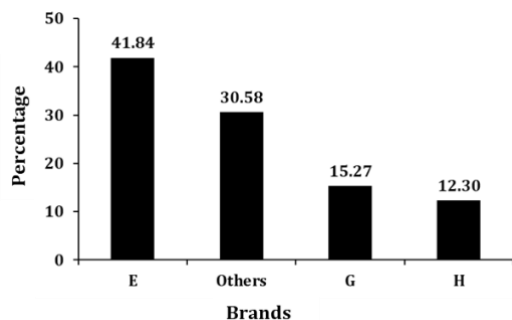


Figure 4. Market share of different brands of pet litter (%)

In figure 4, name of E, G, H and other brands have been used because it may impact on the market and their business

3.2. Pet parents/Pet owners

3.2.1. Pet owner's educational backgrounds, occupations and average number of cats raised

Current survey revealed that a variety of professional and educational backgrounds of people were involved in cat rearing. The study showed that 50% of rearers had a graduate and/or higher degree. An average of 3.1 cats was raised by each pet parent (Table 4). Students were more involved (43.9%) than those in other professions (Table 5). But more cats were raised by housewives (4.31) and businessmen (3.59) than by other types of cat rearers (Table 6). According to Ullah et al. (2024), 18.0% of pet owners had primary, 28% secondary, and 44.7% higher education.

Table 4. Educational Background of pet parents and average number of cats raised

Education	Number	No. of cats reared	Average No. of cat reared	% of rearers
<SSC	9	17	1.89	6.1%
SSC	13	38	2.92	8.8%
HSC	44	127	2.89	29.7%
Graduates	55	210	3.82	37.2%
Masters	19	51	2.68	12.8%
No Response (not mentioned about education)	8	16	2.00	5.4%
Total	148	459	3.10	100%

On the other hand, previous studies (Bhowmik et al. 2020) also reported that students had the largest percentage of cats (50.0%), yet the majority of government officials and business people had cats in the past.

Table 5. Profession of cat owners

Profession	Number	No. of cat reared	Average cat reared	% cat rearers
Business	22	79	3.59	14.9%
Student	65	182	2.80	43.9%
Housewife	16	69	4.31	10.8%
Privet Job	24	70	2.92	16.2%
Others	21	59	2.81	14.2%
Total	148	459	3.10	100%

These results coincide with the result of our present study. It was observed that educated people were more interested to rear cats as a companion to pass their leisure period as well as release the stress of their working life.

3.2.2. Year of cat rearing and average number of cats raised

This study showed that 42.6% of cat rearers raised their cats for more than 3 to 5 years, while 57.4% do so for less than three years (Table 6). This data showed that the number of rearers had increased by 135 percent, in the last three years. There was also a relation between the

year of rearing and number of cats reared. Those who rear more than 3 years rear more cat (4.00-5.35) as compared to less than 3 years (Table 6). Experiences with cat ownership varied from owner to owner. Some investigators reported that a maximum experience of two years (35.30%) of cat rearing at Rajshahi region of Bangladesh (Ullah et al. 2024).

Table 6. Years of cat rearing and average number of cats raised

Years	No of rearer	%	No of total cat	Average No. of cat
<1 - 1	33	22.1%	43	1.30
>1 - 2	30	20.6%	56	1.84
>2 - 3	22	14.7%	63	2.91
>3 - 4	14	9.6%	57	4.00
>4 - 5	15	10.4%	62	4.01
>5	33	22.6%	179	5.35
Total	148	100%	459	3.10

3.2.3. Different breeds of cat reared by rearers

The pet parents raised a variety of cat breeds. According to the present survey, rearers raised 40% of local/deshi breeds, 35% crossbreds, and 25% Persian breeds. Different breeds of cat reared by the people of different professions are shown in Table 7. Previous report showed that three most popular cat breeds reared in Dhaka were Deshi (71.43%), Persian (19.64%), and mixed (12.75%) (Rahman 2022).

Table 7. Breeds of cats reared by the people of different professions

Profession	Number of rearers	Breed of cat reared			Total cats reared
		Local	Mixed/Crossbred	Persian	
Business	22	29	24	26	79
Student	65	51	80	51	182
Housewife	16	38	4	27	69
Private Job	24	38	25	7	70
Others	21	27	28	4	59
Total	148	183	161	115	459

On the other hand, other study found that local breed was the most common cat breed (60.5%) followed by the Persian breed (35.5%) (Bhowmik et al. 2020). Our study result also showed that local breed of cats were raised by the more rearers than that of other breeds.

3.2.4. Cat food and litter purchase patterns

Our study revealed that 56.6% of cat rearers buy cat food while 50.9% buy cat litter and spent a total of BDT 11,822 (\$96.3) annually (Table 8). Rahman (2022) reported that the majority of the cat owners (40%) used rice, meat, milk, kitchen waste, and other manufactured foods as feed, and fed their pets three times daily rather than a balanced diet which was only 35%.

Table 8. Percentage of cat food and litter bought by cat rearers

Parameters	Value
No. of total rearers	148
No. of total cat	459

% rearers buy food	56.6%
% of rearer buy litter	50.9%
Spent for food (cat/year) BDT	8,097
Spent for litter (cat/year) BDT	3,725

Most pet dogs and cats were fed commercial pet food, but many low-income individuals were also reported giving their pets homemade recipes (Bhowmik et al. 2020). Additionally, pet owners usually use homemade feeding regimens to show their affection and strengthen their bonding with their pet animals. Compared to commercially prepared diets, people might have thought their prepared feeds were healthier or more palatable (Baldwin et al. 2010). This was in contrast to other studies (Baldwin et al. 2010; (Freeman et al. 2011) which suggested that the food on the market is a diet that is nutrient-dense, well-balanced, and simple to prepare. However, most cat owners feed their cats homemade food in addition to the few commercial foods (cooked fish, cooked meat, and pellets) (Ullah et al. 2024). Limited information of the references is available about the annual amount spent by the cat owners in Bangladesh.

3.2.5. Number and percentage of rearers used vaccines

Vaccination is very important issue for the pets. Vaccination against Rabies helps to avoid zoonotic diseases. The most important vaccination was the combined antiviral vaccine, which includes Calicivirus, Feline Rhinotracheitis virus, and Feline Panleukopenia virus. The cat's immunity is boosted by administering a combination of antiviral vaccines.

Table 9. Number and percentage of rearers used vaccines

Vaccine/medicine	Total no. of rearers	Number of rearer used vaccine / medicine	% of rearer used Vaccine / medicine	Spent vaccine /medicine (BDT/year)	Vaccine/Medicine Source: from clinics
Vaccines used	148	93	62.5%	2249	92%
Medicine used	148	73	49%	2120	72%

The survey found that 62.5% of rearers used vaccines and 49% of rearers used medicines, with each cat costing over BDT 4369 (\$35.64) annually (Table 9). Evidence showed that 57.9% of cats and 62.5% of dogs received vaccinations (Bhowmik et al. 2020). Several investigators (Ullah et al. 2024) reported that 54.0% of cats had received vaccine according to their study.

3.2.6. Cat breeding and source of cat

People usually kept one to five cats as pet animals in their house which were mostly neutering (male) and spaying (female). They usually did it from the pet clinics which involved huge cost. New pet owners typically acquire cats either from relatives or through various online or offline sources, including individual breeders. These breeders, who are not part of companies but privately breed male and female cats to increase their numbers, sell the cats at prices ranging from 5,000 to 15,000 BDT (\$40.7 to \$122.1), and sometimes higher, depending on the breed.

There is no planned breeding in cat which indicated the haphazard breeding exist in the country and increasing the inbreeding depression. These breeders were mostly in an around Dhaka. As this is an emerging sector, so government should give more attention on the breeding policy/guidelines and welfare for the pet animals.

3.3. Value chain of cat and their products

Figure 5 depicts the value chain of marketing the pet cats and their different products

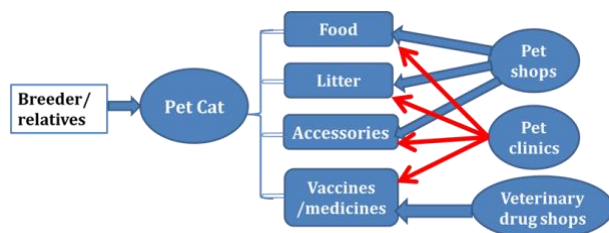


Figure 5. Value chain of pet cat's availability and different pet care products

3.4. Challenges faced

There is insufficient and little information about pets in Bangladesh. The main obstacles are lack of infrastructure for pet care and a shortage of high-quality pet supplies (6W research 2025). Moreover, the expansion of the Bangladesh pet care products market is also being hampered by the high cost of pet care products and a lack of knowledge about them (6W research 2025). Low-quality food and litter can also be found in the market, and pet owners are unaware about this. Moreover, sometimes some vaccines are not available in the market. The quality of unauthorized source of vaccine is questionable because of lack of proper cool chain maintenance. There are inadequate pet-specific medicines in market. The lack of pet clinics are also observed in our study means that not all locations have access to pet care services, only in some parts of the country.

3.5. Prospects/potentialities

The number of pet rearing has significantly increased over the last 5 years. Therefore, the market for pet care products in Bangladesh is expected to expand steadily over the coming years. The market is primarily being driven by expanding pet ownership and the growing awareness of animal welfare. Furthermore, the market is projected to grow in the upcoming years due to an increase in per capita income and shifting consumer lifestyles. In Bangladesh, many households are often becoming more willing to spend more money on pet care goods as they become more aware of the need to care for their dogs and cats. As the demand for pet products and services has grown over time, it is anticipated that the number of pet shops/stores and clinics will also expand.

3.6. Contribution of the pet industry in fulfilling SDG

Pet industry may contribute to the fulfillment of the SDG 1 (No Poverty), SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-being), SDG 4 (Quality Education), SDG 5 (Gender Equality), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), SDG 15 (Life on

Land) and SDG 17 (Partnerships for the Goals (SDG 17) (UN General Assembly 2015).

4. Conclusions

Our study shows that the average number of cats per household is 3.1, with educated individuals more likely to keep cats as companions for stress relief and leisure. Pet products, including food, litter, vaccines, and medicines, are primarily imported, with high taxes on food (over 50%) and litter (35%) increasing costs. To reduce dependency on imports, local feed industries should focus on producing high-quality pet food. Additionally, there is a need to enhance clinic capacity, improve manpower, and implement ongoing awareness programs for pet owners.

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Ethical consideration

Not applicable.

Conflict of interest

The authors declare no conflict of interest.

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