

STANDARDS PLAYBOOK

Pet Food Industry

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Introduction

Increasing rates of pet ownership and changing attitudes towards pet nutrition are significant drivers behind the growth in the global pet food market. As a result, consumers now place greater emphasis on the quality, hygiene, and safety of pet food products. The Australian pet food market is large and mature, characterised by steady growth of around 5% annually,¹ reflecting high penetration and stable demand. In contrast, the Indian market is experiencing rapid expansion, growing over 20% between 2018 and 2023, creating significant opportunities for investment and market entry.²

Standards harmonisation is the process of aligning technical standards across jurisdictions to ensure compatibility and create a more predictable compliance environment that supports trade and innovation. It is typically achieved by adopting common benchmarks developed by international bodies such as the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC), or by recognising the equivalence of national standards that deliver comparable outcomes. Standards harmonisation between India and Australia reduces technical barriers around ingredient rules, labelling, safety testing, allowing pet food products to be accepted in both markets without costly re-certification. This lowers compliance costs, speeds up market entry, and increases trade volumes by giving exporters regulatory certainty and scalability.

1 Government of Canada, "Sector Trend Analysis – Pet food trends in Australia," 2026, <https://agriculture.canada.ca/en/international-trade/reports-and-guides/sector-trend-analysis-pet-food-trends-australia>.
2 Government of Canada, "Sector Trend Analysis – Pet food trends in India," 2024, <https://agriculture.canada.ca/en/international-trade/reports-and-guides/sector-trend-analysis-pet-food-trends-india>.

Food Safety/Hygiene Management

Food safety and hygiene management ensures pet food is produced in a controlled environment that prevents contamination (biological, chemical, physical), protecting animal health and public trust. Standards provide structured, auditable process controls (e.g. hygiene, facility design, handling practices), enabling consistent safety outcomes across producers and making regulatory enforcement and international recognition or certification possible.

Below are two key standards which provide guidelines around production process controls, food safety systems and hygiene:

			Adopted standard	Indigenous standard
Region	Designation	Title		
International	ISO 22002-6:2025	Prerequisite programmes on food safety - Part 6: Feed and animal food production		
Australia	PISC Technical Report 88 (2009)	Standard for the Hygienic Production of Pet Meat		



Product Specification

Product specification defines what pet food is, including nutritional composition, ingredient requirements, and labelling, ensuring pets receive safe and nutritionally adequate diets. Standards create clear, enforceable benchmarks for quality and composition, prevent misleading claims, and enable market access by aligning expectations between producers, regulators, and consumers.

Below are key product specification standards in India and Australia:

		Adopted standard	Indigenous standard
Region	Designation	Title	
India	IS 11968:2019	Pet food for dogs and cats - Specification	
Australia	AS 5812:2023	Manufacturing and marketing of pet food - Cats and dogs	



Testing and Sampling

Testing, sampling and analysis verifies that products actually meet the safety and specification requirements, such as nutrient levels or contaminants. Standards ensure consistency, repeatability, and comparability of results across labs and jurisdictions which is critical for compliance, certification, and mutual recognition in bilateral trade. ISO 6498 is a key international standard which specifies guidelines for the preparation of test samples from laboratory samples of animal feeding stuffs, including pet foods.

		Adopted standard	Indigenous standard
Region	Designation	Title	
International	ISO 6498:2012	Animal feeding stuffs — Guidelines for sample preparation	
India	IS 14831:2021	Animal Feeding Stuff - Guidelines for Sample Preparation (ISO Adoption)	



Standards Mapping Portal

Visit the [standards mapping portal](#) to explore international, Indian, and Australian standards applicable to Pet Food. The portal also highlights standards relevant to other important sectors to Australia and India's bilateral relationship including Food and Beverages, Data Centres, and Green Hydrogen.



