

# Pet Grooming Products Market - Global Outlook and Forecast 2019-2024

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## Abstracts

The pet grooming products market is expected to reach close to \$6 billion by 2024, growing at an impressive CAGR of more than 5% during 2018–2024.

The increased adoption of shelter pets, the growth of mobile pet grooming services, the high demand for organic, natural, and eco-friendly products, the popularity of the pet humanization concept, and the increase in online retailing are some of the leading factors that are expected to drive the pet grooming products market during the forecast period.

Consumers are increasingly looking for organic or natural pet grooming products, including shampoo and sprays. Although these products constitute a small and premium segment in the overall pet grooming market, the demand is likely to drive the market during the forecast period.

Increased product innovations are highly influencing pet grooming business. Dog sunscreen, deodorants, and other cosmetics are increasingly becoming popular among pet owners.

Hence, the rise in the pet parenting concept, the increased adoption of shelter pets and stability in the economic situation are likely to drive the pet grooming products market during the forecast period.

The study considers the present scenario of the pet grooming market and its market dynamics for the period 2018–2024. It covers a detailed overview of several market growth enablers, restraints, and trends. The report covers both the demand and supply aspect of the pet grooming products market. The study profiles and examines leading

companies and other prominent companies operating in the pet grooming market.

This market research report on the pet grooming market covers sizing and forecast, market share, industry trends, growth drivers, and vendor analysis. The market study includes insights on segmentation by products (shampoo and conditioners, brushes and combs, hair clippers and trimmers, wall clipper and flier, and others), pets (cat, dogs, and other animals), distribution (supermarkets & hypermarkets, specialty stores, veterinary clinics, internet retailing, and others), and geography (North America, Europe, APAC, Latin America, and MEA).

### Pet Grooming Products Market: Segmentation

The market research report includes detailed market segmentation by products, pets, distribution channels, and geography. One of the primary drivers for the growth of the pet shampoo market is the rising pet care awareness worldwide. Vendors are continuously introducing specialized pet shampoos and conditioners which is contributing to the growth of the pet care market.

The increased availability of grooming products through online as well as offline channels is likely to drive the pet brush and comb, and nail clippers market during the forecast period. Also, the increasing grooming expos are boosting the pet grooming products market.

Supermarkets and hypermarkets are the most popular distribution modes of pet products in the pet grooming products market. Grooming products are mainly sold through retail distribution channels such as pet superstores and pet shops, veterinary clinics, supermarkets and hypermarkets and other stores such as departmental stores, pet breeders, variety stores, warehouse clubs, pharmacies and drugstore, and kiosks.

The growing trend of pet humanization and the increased demand for premium pet products have boosted the retail distribution market significantly. Further, the onset of mass-premium products has led to the sale of premium products in mass merchants, thereby increasing the sale of pet products in supermarkets and hypermarkets.

Pet specialty stores, veterinary clinics, and online retailing are the other modes of product distribution, which are significantly contributing to the pet grooming market. Internet retailing constituted over 6% of the market share in 2018. However, this distribution model is expected to witness rapid growth during the forecast period due to

the increased preference of millennials to shop online and the availability of attractive subscription programs.

## Market Segmentation by Products

### Shampoo and Conditioners

Brushes and Combs

Hair Clippers and Trimmers

Wall Clippers and Fliers

Others

## Market Segmentation by Pets

Cat

Dogs

Other Animals

## Market Segmentation by Distribution

Supermarkets & Hypermarkets

Specialty Stores

Veterinary Clinics

Internet Retailing

Others

## Pet Grooming Products Market: Geography

The introduction of innovative pet products, the popularity of the pet humanization concept, the high number of pet ownership, and the increased demand for premium pet care products are expected to drive the market in North America during the forecast period.

Europe accounted for the second-largest market for grooming products in 2018. The growing pet population, the rise in internet retailing in Europe, and changing lifestyles, including delayed marriages, are supporting the pet care products. Further, the premiumization of pet care products is being experienced in the Europe market.

APAC is expected to emerge as the fastest market during the forecast period. The growing pet ownership, changing demographics, improving socio-economic conditions, and the concept of pet humanization are driving the APAC market during the forecast period.

### Market Segmentation by Geography

North America

US

Canada

Europe

France

Germany

UK

Italy

Russia

APAC

China

Japan

India

Australia

Latin America

Brazil

Mexico

MEA

South Africa

Saudi Arabia

## Key Vendors Analysis

The global pet grooming market is fragmented in nature, where market vendors are competing based on product quality, new products, and competitive pricing. Thus, consumer choices and preferences differ from region to region and keep changing over time in response to geographical, demographic, and social trends, economic circumstances, and marketing efforts of competitors. Due to the highly competitive and volatile environment, the future market growth mainly depends on the ability to expect, measure, and adapt to constantly changing market trends and successfully introduce new or improved products promptly. The market is characterized by the presence of diversified global vendors with few local vendors and regional vendors who are finding it challenging to compete with global players, especially in terms of quality and technology. The competition in the pet grooming products market is expected to intensify during the forecast period with an increase in product innovations, technological innovations, and mergers and acquisitions. Several players are expected to widen their reach during the forecast period, particularly in the APAC region.

## Key Vendors

Spectrum Brand Holdings

Beaphar

Ferplast SPA

Johnson Veterinary Products

PetEdge

Hagen Inc.

Rosewood Pet Products

Ryan's Pet Supplies

The Hartz Mountain Corp.

Wahl Clipper Corp.

Cardinal Laboratories

Ancol Pet Products

PBI Gordon Corp.

Davis Manufacturing Veterinary Products

Earthbath

SynergyLabs LLC

Miracle Care

Pet Brands Inc

PETCO Animal Suppliers

Central Garden and Pet Company

GiebButtercut

Petmate

Coastal Pet Products

Millers Forge

Chris Christensen System

Bio-derm Laboratories

Tropiclean

All4Pets

21st Century Animal Healthcare

Farouk Systems Inc.

Burt's Bees

Conair Corp.

Ceva Animal Health

The Company of Animals

Skout's Honor

## Key Market Insights

The report provides the following insights into the pet grooming market for the forecast period 2019–2024.

Offers market sizing and growth prospects of the pet grooming products market for the forecast period 2019–2024.

Provides comprehensive insights on the latest industry trends, market forecast, and growth drivers in the pet grooming products market.

Includes a detailed analysis of market growth drivers, challenges, and investment opportunities.

Delivers a complete overview of market segments and the regional outlook of the market.

Offers an exhaustive summary of the vendor landscape, competitive analysis, and key market strategies to gain a competitive advantage in the pet grooming products market.



## Contents

### **1 RESEARCH METHODOLOGY**

### **2 RESEARCH OBJECTIVES**

### **3 RESEARCH PROCESS**

### **4 SCOPE & COVERAGE**

#### 4.1 Market Definition

##### 4.1.1 Inclusions

##### 4.1.2 Exclusions

#### 4.2 Base Year

#### 4.3 Scope of the study

#### 4.4 Market Segments

##### 4.4.1 Market Segmentation by Products

##### 4.4.2 Market Segmentation by Pet Type

##### 4.4.3 Market Segmentation by Distribution Channels

##### 4.4.5 Market Segmentation by Geography

### **5 REPORT ASSUMPTIONS & CAVEATS**

#### 5.1 Key Caveats

#### 5.2 Currency Conversion

#### 5.3 Market Derivation

### **6 MARKET AT A GLANCE**

### **7 INTRODUCTION**

#### 7.1 Overview

### **8 MARKET DYNAMICS**

#### 8.1 Market Growth Enablers

##### 8.1.1 Rise of Pet Parenting

##### 8.1.2 Increased Adoption of Shelter Pets

##### 8.1.3 Stable Growth Irrespective of Economic Condition

## 8.2 Market Growth Restraints

8.2.1 Increasing Number of Pet Allergies

8.2.2 Stringent Regulatory Requirements

## 8.3 Market Opportunities & Trends

8.3.1 Growth of Mobile Pet Grooming Services

8.3.2 Rising Demand for Organic, Natural, & Eco-friendly Products

8.3.3 Pet Humanization Driving Sales of Pet Grooming Products

# 9 GLOBAL PET GROOMING PRODUCTS MARKET

## 9.1 Market Overview

## 9.2 Five Forces Analysis

9.2.1 Threat of New Entrants

9.2.2 Bargaining Power of Suppliers

9.2.3 Bargaining Power of Buyers

9.2.4 Threat of Substitutes

9.2.5 Competitive Rivalry

# 10 BY PRODUCT TYPE

## 10.1 Market Snapshot & Growth Engine

## 10.2 Market Overview

## 10.3 Shampoos & Conditioners

10.3.1 Market Size & Forecast

10.3.2 By Geography

10.3.3 By Pet Type

## 10.4 Brushes & Combs

10.4.1 Market Size & Forecast

10.4.2 By Geography

10.4.3 By Pet Type

## 10.5 Hair Clippers & Trimmers

10.5.1 Market Size & Forecast

10.5.2 By Geography

10.5.3 By Pet Type

## 10.6 Nail Clippers & Filers

10.6.1 Market Size & Forecast

10.6.2 By Geography

10.6.3 By Pet Type

## 10.7 Others

10.7.1 Market Size & Forecast

10.7.2 By Geography

10.7.3 By Pet Type

## **11 BY PET TYPE**

11.1 Market Snapshot & Growth Engine

11.2 Market Overview

11.3 Dogs

11.3.1 Market Size & Forecast

11.3.2 By Geography

11.3.3 By Product Type

11.4 Cats

11.4.1 Market Size & Forecast

11.4.2 By Geography

11.4.3 By Product Type

11.5 Other Animals

11.5.1 Market Size & Forecast

11.5.2 By Geography

11.5.3 By Product Type

## **12 BY DISTRIBUTION CHANNEL**

12.1 Market Snapshot & Growth Engine

12.2 Market Overview

12.3 Supermarkets & Hypermarkets

12.3.1 Market Size & Forecast

12.3.2 By Geography

12.4 Pet Specialty Stores

12.4.1 Market Size & Forecast

12.4.2 By Geography

12.5 Veterinary Clinics

12.5.1 Market Size & Forecast

12.5.2 By Geography

12.6 Internet Retailing

12.6.1 Market Size & Forecast

12.6.2 By Geography

12.7 Others

12.7.1 Market Size & Forecast

12.7.2 By Geography

## **13 BY GEOGRAPHY**

13.1 Market Snapshot & Growth Engine

13.2 Overview

## **14 NORTH AMERICA**

14.1 Market Overview

14.2 Market Segmentation

14.2.1 By Product Type

14.2.2 By Pet Type

14.2.3 By Distribution Channel

14.3 Key Countries

14.3.1 US: Market Size & Forecast

14.3.2 Canada: Market Size & Forecast

## **15 EUROPE**

15.1 Market Overview

15.2 Market Segmentation

15.2.1 By Product Type

15.2.2 By Pet Type

15.2.3 By Distribution Channel

15.3 Key Countries

15.3.1 Germany: Market Size & Forecast

15.3.2 France: Market Size & Forecast

15.3.3 UK: Market Size & Forecast

15.3.4 Italy: Market Size & Forecast

15.3.5 Russia: Market Size & Forecast

## **16 APAC**

16.1 Market Overview

16.2 Market Segmentation

16.2.1 By Product Type

16.2.2 By Pet Type

16.2.3 By Distribution Channel

## 16.3 Key Countries

- 16.3.1 China: Market Size & Forecast
- 16.3.2 Japan: Market Size & Forecast
- 16.3.3 Australia: Market Size & Forecast
- 16.3.4 India: Market Size & Forecast

## **17 LATIN AMERICA**

### 17.1 Market Overview

### 17.2 Market Segmentation

- 17.2.1 By Product Type
- 17.2.2 By Pet Type
- 17.2.3 By Distribution Channel

### 17.3 Key Countries

- 17.3.1 Brazil: Market Size & Forecast
- 17.3.2 Mexico: Market Size & Forecast

## **18 MIDDLE-EAST AND AFRICA**

### 18.1 Market Overview

### 18.2 Market Segmentation

- 18.2.1 By Product Type
- 18.2.2 By Pet Type
- 18.2.3 By Distribution Channel

### 18.3 Key Countries

- 18.3.1 South Africa: Market Size & Forecast
- 18.3.2 Saudi Arabia: Market Size & Forecast

## **19 COMPETITIVE LANDSCAPE**

### 19.1 Competition Overview

## **20 KEY COMPANY PROFILES**

### 20.1 Spectrum Brands Holdings

- 20.1.1 Business Overview
- 20.1.2 Major Product Offerings

### 20.2 Beaphar

- 20.2.1 Business Overview

- 20.2.2 Major Product Offerings
- 20.3 Ferplast SPA
  - 20.3.1 Business Overview
  - 20.3.2 Major Product Offerings
- 20.4 Johnson's Veterinary Products Ltd
  - 20.4.1 Business Overview
  - 20.4.2 Major Product Offerings
- 20.5 PetEdge
  - 20.5.1 Business Overview
  - 20.5.2 Major Product Offerings
- 20.6 hagen
  - 20.6.1 Business Overview
  - 20.6.2 Major Product Offerings
- 20.7 Rosewood Pet Products
  - 20.7.1 Business Overview
  - 20.7.2 Major Product Offerings
- 20.8 Ryan's Pet Supplies
  - 20.8.1 Business Overview
  - 20.8.2 Major Product Offerings
- 20.9 The Hartz Mountain CorpORation
  - 20.9.1 Business Overview
  - 20.9.2 Major Product Offerings
- 20.10 Wahl Clipper Corporation
  - 20.10.1 Business Overview
  - 20.10.2 Major Product Offerings
- 20.11 Cardinal Laboratories
  - 20.11.1 Business Overview
  - 20.11.2 Major Product Offerings
- 20.12 Ancol pet products
  - 20.12.1 Business Overview
  - 20.12.2 Major Product Offerings
- 20.13 PBI-Gordon Corporation
  - 20.13.1 Business Overview
  - 20.13.2 Major Product Offerings
- 20.14 Davis Manufacturing Veterinary Products
  - 20.14.1 Business Overview
  - 20.14.2 Major Product Offerings
- 20.15 Earthwhile Endeavors Inc.
  - 20.15.1 Business Overview

- 20.15.2 Major Product Offerings
- 20.16 Synergy Labs LLC
  - 20.16.1 Business Overview
  - 20.16.2 Major Product Offerings
- 20.17 Miracle Care
  - 20.17.1 Business Overview
  - 20.17.2 Major Product Offerings
- 20.18 Pet Brands Inc
  - 20.18.1 Business Overview
  - 20.18.2 Major Product Offerings
- 20.19 PETCO Animal Supplies Inc
  - 20.19.1 Business Overview
  - 20.19.2 Major Product Offerings
- 20.20 Central Garden & Pet Company
  - 20.20.1 Business Overview
  - 20.20.2 Major Product Offerings
- 20.21 Gieb Buttercut
  - 20.21.1 Business Overview
  - 20.21.2 Major Product Offerings
- 20.22 Petmate
  - 20.22.1 Business Overview
  - 20.22.2 Major Product Offerings
- 20.23 Coastal Pet Products Inc
  - 20.23.1 Business Overview
  - 20.23.2 Major Product Offerings
- 20.24 Millers Forge
  - 20.24.1 Business Overview
  - 20.24.2 Major Product Offerings
- 20.25 Chris Christensen System
  - 20.25.1 Business Overview
  - 20.25.2 Major Product Offerings
- 20.26 Bio-Derm Laboratories
  - 20.26.1 Business Overview
  - 20.26.2 Major Product Offerings
- 20.27 TropiClean
  - 20.27.1 Business Overview
  - 20.27.2 Major Product Offerings
- 20.28 All4Pets
  - 20.28.1 Business Overview

- 20.28.2 Major Product Offerings
- 20.29 21st Century Animal HealthCare
  - 20.29.1 Business Overview
  - 20.29.2 Major Product Offerings
- 20.30 farouk System Inc.
  - 20.30.1 Business Overview
  - 20.30.2 Major Product Offerings
- 20.31 Brut's bees
  - 20.31.1 Business Overview
  - 20.31.2 Major Product Offerings
- 20.32 Conair Corporation
  - 20.32.1 Business Overview
  - 20.32.2 Major Product Offerings
- 20.33 Ceva Animal Health
  - 20.33.1 Business Overview
  - 20.33.2 Major Product Offerings
- 20.34 The company of Animals
  - 20.34.1 Business Overview
  - 20.34.2 Major Product Offerings
- 20.35 Skout's Honor
  - 20.35.1 Business Overview
  - 20.35.2 Major Product Offerings

## **21 REPORT SUMMARY**

- 21.1 Key Takeaways
- 21.2 Strategic Recommendations
- 21.3 Quantitative Summary
- 21.4 By Product Type
  - 21.4.1 Shampoos & Conditioners
  - 21.4.2 Pet Brushes & Combs
  - 21.4.3 Pet Hair Clippers & Trimmers
  - 21.4.4 Pet Nail Clippers & Filers
  - 21.4.5 Other Pet Grooming Products
- 21.5 By Pet Type
  - 21.5.1 Dogs
  - 21.5.2 Cats
  - 21.5.3 Other Animals
- 21.6 Distribution Channels



21.6.1 Supermarkets & Hypermarkets

21.6.2 Pet Specialty Stores

21.6.3 Veterinary Clinics

21.6.4 Internet Retailing

21.6.5 Other Channels

21.7 By Geography

21.7.1 North America

21.7.2 Europe

21.7.3 APAC

21.7.4 Latin America

21.7.5 Middle-East & Africa

## **22 APPENDIX**

22.1 Abbreviations

## List Of Exhibits

### LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Pet Grooming Products Market
- Exhibit 2 Market Size Calculation Approach 2018
- Exhibit 3 Global Pet Care Market by Segments
- Exhibit 4 Global Pet Grooming Products Market 2018
- Exhibit 5 Fastest Growing Pet Care Markets (CAGR 2012?2017)
- Exhibit 6 Worldwide Distribution of Pet Ownership 2017
- Exhibit 7 Impact of Rise of Pet Parenting
- Exhibit 8 Generational Behavior Towards Pets in US 2017
- Exhibit 9 Impact of Increased Adoption of Shelter Pets
- Exhibit 10 Pet Shelters in North America 2017
- Exhibit 11 Impact of Stable Growth Irrespective of Economic Condition
- Exhibit 12 Pet Expenditure in US 2012?2017
- Exhibit 13 Impact of Increasing Number of Pet Allergies
- Exhibit 14 Impact of Stringent Regulatory Requirements
- Exhibit 15 Impact of Growth of Mobile Pet Grooming Services
- Exhibit 16 Impact of Rising Demand for Organic, Natural, & Eco-friendly Products
- Exhibit 17 Impact of Pet Humanization Driving Sales of Pet Grooming Products
- Exhibit 18 Global Pet Grooming Product Market 2018?2024 (\$ billion)
- Exhibit 19 Pet Population Comparison by Key Countries 2016 (millions)
- Exhibit 20 Comparison of Pet Ownership by Countries 2016 (millions)
- Exhibit 21 Five Forces Analysis 2018
- Exhibit 22 Incremental Growth by Product Type 2018?2024
- Exhibit 23 Global Pet Grooming Products Market by Product Type 2018
- Exhibit 24 Global Pet Shampoos & Conditioners Market 2018?2024 (\$ million)
- Exhibit 25 Global Pet Shampoos & Conditioners Market by Geography 2018?2024 (\$ million)
- Exhibit 26 Types of Pet Brushes and Combs
- Exhibit 27 Global Pet Combs & Brushes Market 2018?2024 (\$ million)
- Exhibit 28 Global Pet Brushes & Combs Market by Geography 2018?2024 (\$ million)
- Exhibit 29 Global Pet Hair Clippers & Trimmers Market 2018?2024 (\$ million)
- Exhibit 30 Global Pet Hair Clippers & Trimmers Market 2018?2024 (\$ million)
- Exhibit 31 Global Pet Nail Trimmers & Filers Market 2018?2024 (\$ million)
- Exhibit 32 Global Pet Nail Clippers & Filers Market by Geography 2018?2024 (\$ million)
- Exhibit 33 Global Other Pet Grooming Products Market 2018?2024 (\$ million)
- Exhibit 34 Global Other Pet Grooming Products Market by Geography 2018?2024 (\$

million)

Exhibit 35 Incremental Growth by Pet Type 2018?2024

Exhibit 36 Global Pet Grooming Products Market by Pet Type 2018?2024

Exhibit 37 Top 5 Reasons for Purchasing Grooming Products

Exhibit 38 Global Dog Grooming Products Market 2018?2024 (\$ million)

Exhibit 39 Global Dog Grooming Products Market by Geography 2018?2024 (\$ million)

Exhibit 40 Global Cat Grooming Products Market 2018?2024 (\$ million)

Exhibit 41 Global Cat Grooming Products Market by Geography 2018?2024 (\$ million)

Exhibit 42 Global Other Animals Grooming Products Market 2018?2024 (\$ million)

Exhibit 43 Global Other Animals Pet Grooming Products Market 2018?2024 (\$ million)

Exhibit 44 Incremental Growth by Distribution Channels 2018?2024

Exhibit 45 Global Pet Grooming Products Market by Distribution Channel 2018

Exhibit 46 Market by Supermarkets & Hypermarkets 2018?2024 (\$ million)

Exhibit 47 Market by Supermarkets & Hypermarkets by Geography 2018?2024 (\$ million)

Exhibit 48 Market by Pet Specialty Stores 2018?2024 (\$ million)

Exhibit 49 Market by Pet Specialty Stores by Geography 2018?2024 (\$ million)

Exhibit 50 Market by Veterinary Clinics 2018?2024 (\$ million)

Exhibit 51 Market by Veterinary Clinics by Geography 2018?2024 (\$ million)

Exhibit 52 Market by Internet Retailing 2018?2024 (\$ million)

Exhibit 53 Market by Internet Retailing by Geography 2018?2024 (\$ million)

Exhibit 54 Market by Other Channels 2018?2024 (\$ million)

Exhibit 55 Market by Other Channels by Geography 2018?2024 (\$ million)

Exhibit 56 Incremental Growth by Geography 2018?2024

Exhibit 57 Global Pet Grooming Product Market by Geography 2018?2024 (\$ million)

Exhibit 58 Geographic Overview of Global Pet Grooming Products Market 2018

Exhibit 59 Pet Ownership in North America 2017 (%)

Exhibit 60 Pet Grooming Trends in 2017

Exhibit 61 Pet Grooming Products Market in North America 2018?2024 (\$ million)

Exhibit 62 Incremental Growth in North America 2018?2024

Exhibit 63 Pet Grooming Products Market in US 2018?2024 (\$ million)

Exhibit 64 Pet Care Statistics in US 2017

Exhibit 65 Pet Grooming Products Market in Canada 2018?2024 (\$ million)

Exhibit 66 Facts and Figures of European Pet Market 2018

Exhibit 67 Pet Grooming Products Market in Europe 2018?2024 (\$ million)

Exhibit 68 Incremental Growth in Europe 2018?2024

Exhibit 69 Pet Grooming Products Market in Germany 2018?2024 (\$ million)

Exhibit 70 Pet Grooming Products Market in France 2018?2024 (\$ million)

Exhibit 71 Pet Grooming Products Market in UK 2018?2024 (\$ million)

- Exhibit 72 Pet Grooming Products Market in Italy 2018?2024 (\$ million)
- Exhibit 73 Pet Grooming Products Market in Russia 2018?2024 (\$ million)
- Exhibit 74 Pet Grooming Products Market in APAC 2018?2024 (\$ million)
- Exhibit 75 Incremental Growth in APAC 2018?2024
- Exhibit 76 Pet Grooming Products Market in China 2018?2024 (\$ million)
- Exhibit 77 Pet Grooming Products Market 2018?2024 (\$ million)
- Exhibit 78 Pet Grooming Products Market in Australia 2018?2024 (\$ million)
- Exhibit 79 Pet Grooming Products Market in India 2018?2024 (\$ million)
- Exhibit 80 Pet Grooming Products Market in Latin America 2018?2024 (\$ million)
- Exhibit 81 Incremental Growth in Latin America 2018?2024
- Exhibit 82 Pet Grooming Products in Brazil 2018?2024 (\$ million)
- Exhibit 83 Pet Grooming Products Market in Mexico 2018?2024 (\$ million)
- Exhibit 84 Pet Grooming Products Market in MEA 2018?2024 (\$ million)
- Exhibit 85 Incremental Growth in MEA 2018?2024
- Exhibit 86 Pet Grooming Products Market in South Africa 2018?2024 (\$ million)
- Exhibit 87 Pet Grooming Products in Saudi Arabia 2018?2024 (\$ million)

## List Of Tables

### LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013?2018

Table 3 Average Annual Expenditure on Dogs & Cats

Table 4 Global Pet Grooming Products Market by Product Type 2018?2024 (\$ million)

Table 5 Global Pet Shampoos & Conditioners Market by Geography 2018?2024 (\$ million)

Table 6 Global Dog Shampoos & Conditioners by Geography 2018?2024 (\$ million)

Table 7 Global Cat Shampoos & Conditioners by Geography 2018?2024 (\$ million)

Table 8 Global Other Animals Shampoos & Conditioners by Geography 2018?2024 (\$ million)

Table 9 Global Pet Shampoos & Conditioners Market by Pet Type 2018?2024 (\$ million)

Table 10 Global Pet Brushes & Combs Market by Geography 2018?2024 (\$ million)

Table 11 Global Dog Brushes & Combs Market by Geography 2018?2024 (\$ million)

Table 12 Global Cat Brushes & Combs Market by Geography 2018?2024 (\$ million)

Table 13 Global Other Animals Brushes & Combs Market by Geography 2018?2024 (\$ million)

Table 14 Global Pet Brushes & Combs Market by Pet Type 2018?2024 (\$ million)

Table 15 Global Pet Hair Clippers & Trimmers Market by Geography 2018?2024 (\$ million)

Table 16 Global Dog Hair Clippers & Trimmers Market by Geography 2018?2024 (\$ million)

Table 17 Global Cat Hair Clippers & Trimmers Market by Geography 2018?2024 (\$ million)

Table 18 Global Other Hair Clippers & Trimmers Market by Geography 2018?2024 (\$ million)

Table 19 Global Pet Hair Clippers & Trimmers Market by Pet Type 2018?2024 (\$ million)

Table 20 Global Pet Nail Clippers & Filers Market by Geography 2018?2024 (\$ million)

Table 21 Global Dog Nail Clippers & Filers Market by Geography 2018?2024 (\$ million)

Table 22 Global Cat Nail Clippers & Filers Market by Geography 2018?2024 (\$ million)

Table 23 Global Other Animals Nail Clipper & Filers by Geography 2018-2024 (\$ million)

Table 24 Global Pet Nail Clippers & Filers Market by Pet Type 2018?2024 (\$ million)

Table 25 Global Other Pet Grooming Products Market by Geography 2018?2024 (\$ million)

Table 26 Global Other Dog Grooming Products Market by Geography 2018?2024 (\$ million)

Table 27 Global Other Cat Grooming Products Market by Geography 2018?2024 (\$ million)

Table 28 Global Other Pet Grooming Products Market by Geography 2018?2024 (\$ million)

Table 29 Global Other Pet Grooming Products Market by Pet Type 2018?2024 (\$ million)

Table 30 Global Pet Grooming Product Market by Pet Type 2018?2024 (\$ million)

Table 31 Global Dog Grooming Products Market by Geography 2018?2024 (\$ million)

Table 32 Global Dog Grooming Products Market by Product Type 2018?2024 (\$ million)

Table 33 Global Cat Grooming Products Market by Geography 2018?2024 (\$ million)

Table 34 Global Cat Grooming Products Market by Product Type 2018?2024 (\$ million)

Table 35 Global Other Animals Grooming Products Market by Geography 2018?2024 (\$ million)

Table 36 Global Other Animals Grooming Products Market by Product Type 2018?2024 (\$ million)

Table 37 Global Pet Grooming Products Market by Distribution Channels 2018?2024 (\$ million)

Table 38 Market by Supermarkets & Hypermarkets by Geography 2018?2024 (\$ million)

Table 39 Market by Pet Specialty Stores by Geography 2018?2024 (\$ million)

Table 40 Market by Veterinary Clinics by Geography 2018?2024 (\$ million)

Table 41 Market by Internet Retailing by Geography 2018?2024 (\$ million)

Table 42 Market by Other Channels by Geography 2018?2024 (\$ million)

Table 43 Forecasted Growth Rate of Global Pet Care Market 2018?2024

Table 44 Global Pet Grooming Products Market by Geography 2018?2024 (\$ million)

Table 45 Pet Grooming Product Market in North America by Product Type 2018?2024 (\$ million)

Table 46 Pet Grooming Product Market in North America by Pet Type 2018?2024 (\$ million)

Table 47 Dog Grooming Products Market in North America by Product Type 2018?2024 (\$ million)

Table 48 Cat Grooming Products Market in North America by Product Type 2018?2024 (\$ million)

Table 49 Other Animal Grooming Products Market in North America by Product Type 2018?2024 (\$ million)

Table 50 Pet Grooming Products Market in North America by Distribution Channel 2018?2024 (\$ million)

Table 51 Pet Grooming Products Market in Europe by Product Type 2018?2024 (\$



million)

Table 52 Pet Grooming Products Market in Europe by Pet Type 2018?2024 (\$ million)

Table 53 Dog Grooming Products Market in Europe by Product Type 2018?2024 (\$ million)

Table 54 Cat Grooming Products Market in Europe by Product Type 2018?2024 (\$ million)

Table 55 Other Animal Grooming Products Market in Europe by Product Type 2018?2024 (\$ million)

Table 56 Pet Grooming Products Market in Europe by Distribution Channel 2018?2024 (\$ million)

Table 57 Pet Grooming Products Market in APAC by Product Type 2018?2024 (\$ million)

Table 58 Pet Grooming Products Market in APAC by Pet Type 2018?2024 (\$ million)

Table 59 Dog Grooming Product Market in APAC by Product Type 2018?2024 (\$ million)

Table 60 Cat Grooming Products Market in APAC by Product Type 2018?2024 (\$ million)

Table 61 Other Animal Grooming Products Market in APAC by Product Type 2018?2024 (\$ million)

Table 62 Pet Grooming Products Market in APAC by Distribution Channel 2018?2024 (\$ million)

Table 63 Pet Grooming Products Market in Latin America by Product Type 2018?2024 (\$ million)

Table 64 Pet Grooming Products Market in Latin America by Pet Type 2018?2024 (\$ million)

Table 65 Dog Grooming Products Market in Latin America by Product Type 2018?2024 (\$ million)

Table 66 Cat Grooming Products Market in Latin America by Product Type 2018?2024 (\$ million)

Table 67 Other Animal Grooming Products Market in Latin America by Product Type 2018?2024 (\$ million)

Table 68 Pet Grooming Products Market in Latin America by Distribution Channel 2018?2024 (\$ million)

Table 69 Pet Grooming Products Market in MEA by Product Type 2018?2024 (\$ million)

Table 70 Pet Grooming Products Market in MEA by Pet Type 2018?2024 (\$ million)

Table 71 Dog Grooming Products Market in MEA by Product Type 2018?2024 (\$ million)

Table 72 Cat Grooming Products Market in MEA by Product Type 2018?2024 (\$ million)

Table 73 Other Animal Grooming Products Market in MEA by Product Type 2018?2024

(\$ million)

Table 74 Pet Grooming Products Market in MEA by Distribution Channels 2018?2024 (\$ million)

Table 75 Spectrum Brands: Product Offerings

Table 76 Beaphar: Product Offerings

Table 77 Ferplast: Product Offerings

Table 78 Johnson: Product Offerings

Table 79 Johnson: Product Offerings

Table 80 Hagen: Product Offerings

Table 81 Rosewood: Product Offerings

Table 82 Rosewood: Product Offerings

Table 83 Hartz: Product Offerings

Table 84 Wahl: Product Offerings

Table 85 Cardinal: Product Offerings

Table 86 Cardinal: Product Offerings

Table 87 PBI-Gordon: Product Offerings

Table 88 Davis Manufacturing: Product Offerings

Table 89 Earthbath: Product Offerings

Table 90 Synergy Labs: Product Offerings

Table 91 Miracle Care: Product Offerings

Table 92 Pet brands: Product Offerings

Table 93 PETCO: Product Offerings

Table 94 Central Garden & Pet Company: Product Offerings

Table 95 Gieb Buttercut: Product Offerings

Table 96 Petmate: Product Offerings

Table 97 Coastal Pet Products: Product Offerings

Table 98 Millers Forge: Product Offerings

Table 99 Chris Christensen: Product Offerings

Table 100 Bio-Groom: Product Offerings

Table 101 Bio-Groom: Product Offerings

Table 102 All4Pets: Product Offerings

Table 103 21ST Century Animal Healthcare: Product Offerings

Table 104 Biosilk: Product Offerings

Table 105 Brut's Bees: Product Offerings

Table 106 Conair Corporation: Product Offerings

Table 107 Ceva Animal Health: Product Offerings

Table 108 Company of Animals: Product Offerings

Table 109 Skout's Honor: Product Offerings

Table 110 Global Pet Grooming Products Market by Product Type 2018?2024 (\$



million)

Table 111 Global Pet Shampoos & Conditioners Market by Geography 2018?2024 (\$ million)

Table 112 Global Dog Shampoos & Conditioners Market by Geography 2018?2024 (\$ million)

Table 113 Global Cat Shampoos & Conditioners Market by Geography 2018?2024 (\$ million)

Table 114 Global Other Animals Shampoos & Conditioners Market by Geography 2018?2024 (\$ million)

Table 115 Global Pet Shampoos & Conditioners Market by Pet Type 2018?2024 (\$ million)

Table 116 Global Pet Brushes & Combs Market by Geography 2018?2024 (\$ million)

Table 117 Global Dog Brushes & Combs Market by Geography 2018?2024 (\$ million)

Table 118 Global Cat Brushes & Combs Market by Geography 2018?2024 (\$ million)

Table 119 Global Other Animals Brushes & Combs Market by Geography 2018?2024 (\$ million)

Table 120 Global Pet Brushes & Combs Market by Pet Type 2018?2024 (\$ million)

Table 121 Global Pet Hair Clippers & Trimmers Market by Geography 2018?2024 (\$ million)

Table 122 Global Dog Hair Clippers & Trimmers Market by Geography 2018?2024 (\$ million)

Table 123 Global Cat Hair Clippers & Trimmers Market by Geography 2018?2024 (\$ million)

Table 124 Global Other Animals Hair Clippers & Trimmers Market by Geography 2018?2024 (\$ million)

Table 125 Global Pet Hair Clippers & Trimmers Market by Pet Type 2018?2024 (\$ million)

Table 126 Global Pet Nail Clippers & Filers Market by Geography 2018?2024 (\$ million)

Table 127 Global Dog Nail Clippers & Filers by Geography 2018?2024 (\$ million)

Table 128 Global Cat Nail Clippers & Filers by Geography 2018?2024 (\$ million)

Table 129 Global Other Animals Nail Clippers & Filers by Geography 2018?2024 (\$ million)

Table 130 Global Pet Nail Clippers & Filers Market by Pet Type 2018?2024 (\$ million)

Table 131 Global Other Pet Grooming Products Market by Geography 2018?2024 (\$ million)

Table 132 Global Other Dog Grooming Products Market by Geography 2018?2024 (\$ million)

Table 133 Global Other Cat Grooming Products Market by Geography 2018?2024 (\$ million)

Table 134 Global Other Pet Grooming Products Market by Geography 2018?2024 (\$ million)

Table 135 Global Other Pet Grooming Products Market by Pet Type 2018?2024 (\$ million)

Table 136 Global Pet Grooming Products Market by Pet Type 2018?2024 (\$ million)

Table 137 Global Dog Grooming Products Market by Geography 2018?2024 (\$ million)

Table 138 Global Cat Grooming Products Market by Geography 2018?2024 (\$ million)

Table 139 Global Other Animals Grooming Products Market by Geography 2018?2024 (\$ million)

Table 140 Global Pet Grooming Products Market by Distribution Channels 2018?2024 (\$ million)

Table 141 Market by Supermarkets & Hypermarkets by Geography 2018?2024 (\$ million)

Table 142 Market by Pet Specialty Stores by Geography 2018?2024 (\$ million)

Table 143 Market by Veterinary Clinics by Geography 2018?2024 (\$ million)

Table 144 Market by Internet Retailing by Geography 2018?2024 (\$ million)

Table 145 Market by Other Channels by Geography 2018?2024 (\$ million)

Table 146 Global Pet Grooming Products Market by Geography 2018?2024 (\$ million)

Table 147 Market in North America by Product Type 2018?2024 (\$ million)

Table 148 Market in North America by Pet Type 2018?2024 (\$ million)

Table 149 Market for Dogs in North America by Product Type 2018?2024 (\$ million)

Table 150 Market for Cats in North America by Product Type 2018?2024 (\$ million)

Table 151 Market for Other Animals in North America by Product Type 2018?2024 (\$ million)

Table 152 Market in North America by Distribution Channels 2018?2024 (\$ million)

Table 153 Pet Grooming Products Market in Europe by Product Type 2018?2024 (\$ million)

Table 154 Market in Europe by Pet Type 2018?2024 (\$ million)

Table 155 Market for Dogs in Europe by Product Type 2018?2024 (\$ million)

Table 156 Market for Cats in Europe by Product Type 2018?2024 (\$ million)

Table 157 Market for Other Animals in Europe by Product Type 2018?2024 (\$ million)

Table 158 Market in Europe by Distribution Channels 2018?2024 (\$ million)

Table 159 Pet Grooming Products Market in APAC by Product Type 2018?2024 (\$ million)

Table 160 Pet Grooming Products Market in APAC by Pet Type 2018?2024 (\$ million)

Table 161 Market for Dogs in APAC by Product Type 2018?2024 (\$ million)

Table 162 Market for Cats in APAC by Product Type 2018?2024 (\$ million)

Table 163 Market for Other Animals in APAC by Product Type 2018?2024 (\$ million)

Table 164 Market in APAC by Distribution Channels 2018?2024 (\$ million)

Table 165 Pet Grooming Products Market in LA by Product Type 2018?2024 (\$ million)

Table 166 Market in LA by Pet Type 2018?2024 (\$ million)

Table 167 Market for Dogs in LA by Product Type 2018?2024 (\$ million)

Table 168 Market for Cats in LA by Product Type 2018?2024 (\$ million)

Table 169 Market for Other Animals in LA by Product Type 2018?2024 (\$ million)

Table 170 Market in LA by Distribution Channels 2018?2024 (\$ million)

Table 171 Pet Grooming Products Market in MEA by Product Type 2018?2024 (\$ million)

Table 172 Pet Grooming Product Market in MEA by Pet Type 2018?2024 (\$ million)

Table 173 Market for Dogs in MEA by Product Type 2018?2024 (\$ million)

Table 174 Market for Cats in MEA by Product Type 2018?2024 (\$ million)

Table 175 Market for Other Animals in MEA by Product Type 2018?2024 (\$ million)

Table 176 Market in MEA by Distribution Channels 2018?2024 (\$ million)

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