

# **Global Pet Hair Care Market size study by Product Type (Shampoos, Conditioners, Shedding and Trimming Tools, and Other Product Types) , Animal Type (Dog, Cat, and Others), Regional Forecasts 2021-2027**

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## **Abstracts**

Global Pet Hair Care Market is valued approximately at USD XX billion in 2020 and is anticipated to grow with a healthy growth rate of more than 6% over the forecast period 2021-2027. Pet hair care products are used to maintain a pet's overall health and well-being. Proper pet grooming and maintenance helps to avoid health concerns such as fleas, ticks, and dry patches, as well as infections and inflammation of the teeth, nails, eyes, and ears. Brushing the pet's hair on a regular basis helps prevent sickness and other health issues. Pet hair care is most beneficial to dogs and cats. Pet owners have started to regard their animals as members of the family, leading to an increase in demand for pet hair care products. Manufacturers have focused on a number of ways to improve their range of pet hair care products over the years. According to the American Pet Products Association's (APPA) 2019-2020 National Pet Owners Survey, 67 percent of US households, or about 85 million families, own a pet. In addition, according to a 2018 estimate by the American Society for the Prevention of Cruelty to Animals (ASPCA), over 6.5 million companion animals enter animal shelters across the United States each year. As a result, the rising adoption of pet animals is projected to increase spending on these animals' hair care needs, boosting the market's development over the forecast period. Furthermore, growing public awareness campaigns may aid in the expansion of the pet hair care market. For instance, in July 2020, Zoetis launched its second 'Itchy Pet Awareness Month' campaign, which aims to raise awareness among veterinarians and pet owners about the seriousness of skin allergies and how treating them earlier may improve pets' lives substantially. Over the projected period, all of these factors are expected to have a favorable impact on market growth. However, side

effects and allergies associated with products may impede market growth over the forecast period of 2021-2027.

Geographically, the pet hair care market is expected to be dominated by North America. Factors such as increased companion animal adoption and increased per capita animal healthcare expenditure are expected to aid the region in maintaining its significant market position. According to the American Pet Products Association (APPA), expenditure on the pet industry in the United States is increasing. In 2019, total pet sector spending in the United States was about USD 97.1 billion, up from USD 90.5 billion in 2018.

Major market player included in this report are:

Spectrum Brands Inc.

CHI Haircare

Petkin Inc.

Innovacyn Inc.

Elanco Animal Health Incorporated

General Nutrition Centers Inc.

The Clorox Company

Zoetis Inc.

Vetoquinol

SynergyLabs

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product type:

Shampoos

Conditioners

Shedding and Trimming Tools

Other Product Types

By Animal type:

Dog

Cat

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Pet Hair Care Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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