

Global ETPU Pet Toys Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global ETPU Pet Toys market size was valued at US\$ 51.61 million in 2025 and is forecast to a readjusted size of US\$ 102 million by 2032 with a CAGR of 10.3% during review period.

ETPU pet toys are chew, interactive, training, and fetch toys made primarily from expanded thermoplastic polyurethane (ETPU). They are characterized by their lightweight nature, high resilience, wear resistance, soft cushioning, and tear resistance. Compared to standard rubber or plastic toys, ETPU is better suited for manufacturing balls, bone-shaped toys, flying discs, and floating toys, offering enhanced safety and comfort for pets during play.

The upstream sector primarily comprises TPU resin, foaming agents, masterbatches, molds, foam molding equipment, and packaging materials; the downstream market serves pet product brands, cross-border e-commerce platforms, pet stores, retail chains, pet training centers, and the consumer market of pet-owning households.

The global ETPU pet toy market features an average unit price of \$5.50, with a sales volume of approximately 9.12 million units, an annual production capacity of around 12 million units, and an industry profit margin of approximately 18%.

The global ETPU pet toy market is poised for growth driven by trends such as the humanization of pets, the upgrading of functional toys, and the shift toward eco-friendly materials. Rising consumer demand for safety, durability against chewing, non-toxicity, and a comfortable feel is propelling the expansion of ETPU applications from athletic footwear and cushioning materials into the pet product sector. Product offerings are diversifying from simple chew toys and balls to include interactive puzzles, training

rewards, outdoor sports gear, and water toys. Brands are increasingly prioritizing material certification, recyclability, lightweight design, and distinctive aesthetics. Meanwhile, cross-border e-commerce and social media-driven product promotion are accelerating market adoption; however, the industry faces challenges such as higher costs compared to standard rubber, significant variations in product lifespan due to destructive chewing habits, and a lack of standardized certifications. Overall, ETPU pet toys are expected to gradually increase their market penetration within the mid-to-high-end pet product segment.

This report is a detailed and comprehensive analysis for global ETPU Pet Toys market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global ETPU Pet Toys market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global ETPU Pet Toys market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global ETPU Pet Toys market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global ETPU Pet Toys market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for ETPU Pet Toys

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global ETPU Pet Toys market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Plymouth Foam, Nidavellir, Bake New Material Technology, Changzhou City Huayu Rubber New Material, Ningbo GMF New Material Technology, PETESSE, Karpic, GiGwi, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

ETPU Pet Toys market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Chew Toys

Ball Toys

Frisbee Toys

Tug Toys

Floating Toys

Treat Dispensing Toys

Puzzle Toys

Training Toys

Market segment by Pet Type

Dog Toys

Cat Toys

Small Pet Toys

Multi-pet Toys

Market segment by Material Composition

Pure ETPU Toys

ETPU and TPU Composite Toys

ETPU and Rubber Composite Toys

ETPU and Rope Composite Toys

ETPU and Fabric Composite Toys

Market segment by Application

Pet Specialty Stores

Supermarkets and Hypermarkets

Online Retail

Veterinary Clinics and Pet Hospitals

Others

Major players covered

Plymouth Foam

Nidavellir

Bake New Material Technology

Changzhou City Huayu Rubber New Material

Ningbo GMF New Material Technology

PETESSE

Karpic

GiGwi

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe ETPU Pet Toys product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of ETPU Pet Toys, with price, sales

quantity, revenue, and global market share of ETPU Pet Toys from 2021 to 2026.

Chapter 3, the ETPU Pet Toys competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the ETPU Pet Toys breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and ETPU Pet Toys market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of ETPU Pet Toys.

Chapter 14 and 15, to describe ETPU Pet Toys sales channel, distributors, customers, research findings and conclusion.

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