

Global Pet Grooming & Cleaning Wipes 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 Pet Grooming & Cleaning Wipes market size was valued at US\$ 844 million in 2025 and is forecast to a readjusted size of US\$ 1311 million by 2032 with a CAGR of 6.5% during review period.

Pet grooming and cleaning wipes are disposable, pre-moistened pet-care consumables made from nonwoven substrates and mild cleansing formulations. They are designed for dogs, cats and other companion animals to support daily cleaning and localized care when full bathing is unnecessary or inconvenient. Typical substrates include spunlace nonwovens, viscose, bamboo-derived fibers, cellulose-based materials and other plant-based fabrics, while common formulations emphasize alcohol-free, pH-balanced, hypoallergenic, deodorizing, moisturizing and low-irritation properties. The product family covers general body wipes, paw wipes, bum wipes, eye and tear-stain wipes, ear wipes, dental finger wipes, waterless bath wipes and glove-format wipes. Packaging formats include resealable soft packs, canisters, travel packs, single sachets, finger sleeves and glove wipes. The category sits at the intersection of pet grooming, household hygiene and private-label wet-wipe manufacturing, with recurring demand driven by indoor pet ownership, post-walk cleaning, travel convenience, grooming routines and the broader humanization of companion-animal care.

Based on our research, pet grooming and cleaning wipes should be understood as a recurring pet-care consumable rather than a simple extension of generic wet wipes. The category is driven by the shift from occasional bathing to frequent, localized and convenient cleaning routines. The most important use cases include paw cleaning after walks, body and coat freshening between baths, bum cleaning, tear-stain removal, ear care, dental finger wiping and travel-related cleanup. Compared with shampoos, sprays,

foams and dry-cleaning powders, wipes offer a low-friction user experience: they are ready to use, easy to dose, portable, suitable for e-commerce bundling and highly compatible with private-label retail strategies. For market sizing, the appropriate narrow scope should focus on pet-specific wipes used directly on animals, rather than surface wipes for pet messes, cage-cleaning wipes, baby wipes, general household wipes or prescription-led veterinary medicated products.

From the demand side, North America, Europe and Japan remain the highest-value regions because pet owners show greater willingness to pay for plant-based substrates, hypoallergenic formulations, alcohol-free positioning, biodegradable materials and convenient packaging formats. China and emerging Asian markets are growing from a lower value base, supported by rising pet ownership, domestic pet-care brands, social-commerce channels and private-label development. Japan is characterized by pure-water, low-irritation and multi-area use products, while Europe's product evolution is increasingly shaped by material sustainability and single-use-plastic labeling obligations. In North America, outdoor activities, urban pet ownership and the humanization of pets support frequent use of paw, body and odor-control wipes.

Product competition is expected to move from basic availability to a more sophisticated combination of substrate, formulation, functional segmentation and compliance. Plant-based fibers, bamboo-derived substrates, FSC or biobased claims, pH-balanced formulas, unscented and low-irritation options, ear and eye wipes, dental finger wipes, glove wipes and travel packs are the most credible routes for differentiation. At the same time, brand owners and OEMs need to draw a clear line between ordinary grooming aids and products with antimicrobial, pesticidal or therapeutic claims. This distinction matters because products intended only to clean or beautify animals may be treated differently from products claiming to kill pathogens, disinfect, treat skin conditions or deliver veterinary-medical benefits.

This report is a detailed and comprehensive analysis for global Pet Grooming & Cleaning Wipes market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sale Channel. 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 Pet Grooming & Cleaning Wipes market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Pet Grooming & Cleaning Wipes 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 Pet Grooming & Cleaning Wipes market size and forecasts, by Type and by Sale Channel, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Pet Grooming & Cleaning Wipes 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 Pet Grooming & Cleaning Wipes

- 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 Pet Grooming & Cleaning Wipes 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 Unicharm Corporation, Daio Paper Corporation, Albaad, Diamond Wipes International Inc., Premier Care Industries, Cosmos Corporation, Beijiajie Group Co., Ltd., Tongling Jieya Biologic Technology Co., Ltd., Hangzhou Nbond Nonwovens Co., Ltd., Sapro, etc.

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

Market Segmentation

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

Market segment by Type

General Cleaning Wipes

Functional Care Wipes

Other Specialty Wipes

Market segment by Pet Type

Dog Wipes

Cat Wipes

Other

Market segment by Formulation

Deodorizing Formula

Moisturizing Formula

Other

Market segment by Sale Channel

Online Sales

Offline Sales

Major players covered

Unicharm Corporation

Daio Paper Corporation

Albaad

Diamond Wipes International Inc.

Premier Care Industries

Cosmos Corporation

Beijiajie Group Co., Ltd.

Tongling Jieya Biologic Technology Co., Ltd.

Hangzhou Nbond Nonwovens Co., Ltd.

Sapro

Neva Global

Vinner Health (Shenzhen) Co., Ltd.

Zhejiang Aijian Sanitary Products Technology Co., Ltd.

KNH Enterprise Co., Ltd.

Nan Liu Enterprise Co., Ltd.

AHC

LEC Inc.

IRIS Ohyama Inc.

Cixi Fanhua Nonwoven Products Co., Ltd.

Zhejiang Wipex New Material Technology Co., Ltd.

Dalian Sundly

Jiangxi Sencen Hygienic Products Co., Ltd.

Jiaxing Hongjie Commodity Co., Ltd.

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 Pet Grooming & Cleaning Wipes product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Pet Grooming & Cleaning Wipes, with price, sales quantity, revenue, and global market share of Pet Grooming & Cleaning Wipes from 2021 to 2026.

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

Chapter 4, the Pet Grooming & Cleaning Wipes 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 Sale Channel, with sales market share and growth rate by Type, by Sale Channel, 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 Pet Grooming & Cleaning Wipes market forecast, by regions, by Type, and by Sale Channel, 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 Pet Grooming & Cleaning Wipes.

Chapter 14 and 15, to describe Pet Grooming & Cleaning Wipes sales channel, distributors, customers, research findings and conclusion.

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