

Global Pet Grooming & Cleaning Wipes Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Pet Grooming & Cleaning Wipes market size is expected to reach \$ 1311 million by 2032, rising at a market growth of 6.5% CAGR during the forecast period (2026-2032).

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 studies the global Pet Grooming & Cleaning Wipes production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Pet Grooming & Cleaning Wipes and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Pet Grooming & Cleaning Wipes that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Pet Grooming & Cleaning Wipes total production and demand, 2021-2032, (K

Units)

Global Pet Grooming & Cleaning Wipes total production value, 2021-2032, (USD Million)

Global Pet Grooming & Cleaning Wipes production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Pet Grooming & Cleaning Wipes consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Pet Grooming & Cleaning Wipes domestic production, consumption, key domestic manufacturers and share

Global Pet Grooming & Cleaning Wipes production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Pet Grooming & Cleaning Wipes production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Pet Grooming & Cleaning Wipes production by Sale Channel, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Pet Grooming & Cleaning Wipes market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Pet Grooming & Cleaning Wipes market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Sale Channel. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Pet Grooming & Cleaning Wipes Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Pet Grooming & Cleaning Wipes Market, Segmentation by Type:

General Cleaning Wipes

Functional Care Wipes

Other Specialty Wipes

Global Pet Grooming & Cleaning Wipes Market, Segmentation by Pet Type:

Dog Wipes

Cat Wipes

Other

Global Pet Grooming & Cleaning Wipes Market, Segmentation by Formulation:

Deodorizing Formula

Moisturizing Formula

Other

Global Pet Grooming & Cleaning Wipes Market, Segmentation by Sale Channel:

Online Sales

Offline Sales

Companies Profiled:

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.

Key Questions Answered:

1. How big is the global Pet Grooming & Cleaning Wipes market?
2. What is the demand of the global Pet Grooming & Cleaning Wipes market?
3. What is the year over year growth of the global Pet Grooming & Cleaning Wipes market?
4. What is the production and production value of the global Pet Grooming & Cleaning Wipes market?
5. Who are the key producers in the global Pet Grooming & Cleaning Wipes market?
6. What are the growth factors driving the market demand?

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