

# Global Pet Oral Care Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Pet Oral Care market size was valued at USD 1284.1 million in 2023 and is forecast to a readjusted size of USD 1804.1 million by 2030 with a CAGR of 5.0% during review period.

On the basis of Animal, Pet Oral Care is segmented into cat, dog and horses. Based on Product, market is divided into additives, mouthwash/rinse, dental chew, toothpaste, toothbrush and other products. Other Products are further fragmented into Breath Freshener Spray and Dental Wipes.

Pet medical care is the second largest segment in pet industry. In the UK, annual spending on veterinary and other pet services has risen from ?2.6bn in 2015 to ?4bn in 2021, a 54% increase in just six years. According to Vetnosis, the value of the global animal health industry will increase by 12% to \$38.3 billion in 2021. White Paper on China's Pet Healthy Consumption of JD shows that in 2023, there are 13.09 million pets entering middle age and old age. And pet aging is expected to be seen in the next few years. Changes in the age structure of pets will further bring about the development of the pet medical industry. According to the data of the 2022 China Pet Medical Industry White Paper, from the perspective of market size, the scale of China's pet medical market is about ?67.5 billion, accounting for about 22.5% of the entire pet industry. From the perspective of hospital operation time, pet hospitals within 5 years accounted for about 73%. About 11% of the pet hospitals have been in operation for more than 10 years. From the perspective of hospital turnover, nearly 40% of the hospitals have increased their annual turnover year-on-year, and the growth rate is mainly within 366%.

The Global Info Research report includes an overview of the development of the Pet

Oral Care industry chain, the market status of Cat (Mouthwash/Rinse, Dental Chew), Dog (Mouthwash/Rinse, Dental Chew), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Pet Oral Care.

Regionally, the report analyzes the Pet Oral Care markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Pet Oral Care market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Pet Oral Care market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Pet Oral Care industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Mouthwash/Rinse, Dental Chew).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Pet Oral Care market.

**Regional Analysis:** The report involves examining the Pet Oral Care market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Pet Oral Care market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Pet Oral Care:

**Company Analysis:** Report covers individual Pet Oral Care players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Pet Oral Care. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Cat, Dog).

**Technology Analysis:** Report covers specific technologies relevant to Pet Oral Care. It assesses the current state, advancements, and potential future developments in Pet Oral Care areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Pet Oral Care market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Pet Oral Care market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

### Market segment by Type

Mouthwash/Rinse

Dental Chew

Toothpaste

Toothbrush

Breath Freshener Spray

Dental Wipes

Additives

#### Market segment by Application

Cat

Dog

Horses

#### Market segment by players, this report covers

Allacem

Ceva Sante Animale

Colgate-Palmolive

Dechra

Healthy Mouth

ImRex

Mars

Boehringer Ingelheim

Nestle

Petzlife

Vetoquinol

Virbac

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

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

Chapter 2, to profile the top players of Pet Oral Care, with revenue, gross margin and global market share of Pet Oral Care from 2019 to 2024.

Chapter 3, the Pet Oral Care competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Pet Oral Care market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Pet Oral

Care.

Chapter 13, to describe Pet Oral Care research findings and conclusion.

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