

Global Pet Teeth Cleaning Gel Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Pet Teeth Cleaning Gel market size is expected to reach \$ 199 million by 2032, rising at a market growth of 7.5% CAGR during the forecast period (2026-2032).

Pet dental cleaning gel is an oral care product specifically designed for pets such as dogs and cats. Typically appearing as a transparent or translucent gel, it functions by being applied directly to the pet's teeth or added to their drinking water. Its key active ingredients?including zinc gluconate, enzymes, and plant extracts?effectively soften and remove plaque, inhibit oral bacterial growth, and freshen breath, thereby preventing common oral diseases like periodontal disease and gingivitis. It is suitable for both daily oral hygiene maintenance and as an adjunct treatment for existing issues such as bad breath and tartar buildup. In 2025, global sales volume reached approximately 18 million units at an average price of \$6.50 per unit, with an industry-wide capacity utilization rate of around 69%. Upstream operations involve the supply of functional ingredients (zinc gluconate, enzymes, plant extracts) and gel base materials, while downstream channels include pet supply retail chains, veterinary hospitals and pharmacies, and e-commerce platforms. The industry's average gross profit margin is approximately 58%. The product cost structure breaks down as follows: functional active ingredients (22%), gel base and auxiliary materials (15%), packaging materials (18%), R&D and formula optimization amortization (12%), manufacturing and filling labor (10%), quality testing and stability verification (8%), marketing and channel promotion (10%), and logistics and warehousing (5%). Downstream demand is driven by pet owners' increasing focus on oral health, which boosts the need for daily care products; steady procurement by professional veterinary hospitals; and the convenience of e-commerce channels, which encourages self-selection and purchasing by consumers. Key downstream customers include major pet retail chains (e.g., PetSmart, Petco), veterinary hospital groups (e.g., Banfield, VCA), e-commerce platforms (e.g.,

Amazon, Chewy), as well as regional pet stores and grooming service providers. Regarding business opportunities, policy-driven factors such as increasingly stringent quality regulations for pet food and care products across various countries are steering the industry toward standardization and higher quality. In terms of technological innovation, the continuous application of technologies like enzymatic hydrolysis, nano-encapsulation delivery systems, and probiotic formulations in dental gels is enhancing both efficacy and safety. Meanwhile, shifting consumer demands with pet owners increasingly prioritizing natural ingredients, palatability, ease of use, and visible results are driving the development of products that are free from additives, highly palatable, and fast-acting. Overall, the pet dental gel industry is benefiting from the dual momentum of the pet humanization trend and the consumption upgrade in pet healthcare, unlocking significant market growth potential.

The market for pet dental gels is currently in a golden age of rapid expansion, transitioning from a niche category to a standard staple in daily pet care. On the demand side, the global pet population exceeds 2 billion and continues to grow steadily; with the incidence of oral diseases in pets surpassing 80%, a massive potential user base exists for dental gel products. Meanwhile, Millennial and Gen Z pet owners view their pets as family members, shifting their consumption mindset from basic feeding to comprehensive health management; consequently, oral health as a vital component of overall well-being is receiving unprecedented attention. The pet economy in emerging markets like China and Southeast Asia is experiencing rapid growth, with consumer awareness and acceptance of functional pet care products rising quickly, thereby offering vast room for market expansion. On the supply side, the industry is undergoing a transformation from price-based competition to quality-focused competition; companies possessing independent R&D capabilities and strong brand influence are launching differentiated products through continuous innovation, gradually establishing market leadership. Regarding the competitive landscape, established international animal health companies such as Virbac, Ceva Santé Animale, and Dechra have long cultivated the pet oral care sector, building significant advantages in branding and distribution channels, while emerging brands are rising rapidly in niche segments by leveraging e-commerce and social media marketing. However, the industry also faces challenges. On one hand, consumer education entails high costs; awareness of pet oral care remains in the cultivation stage in some markets, requiring sustained investment to boost product penetration. On the other hand, product homogenization is a significant issue, with little differentiation among brands regarding formulations and efficacy claims, making it difficult to establish a distinct competitive edge. Furthermore, consumer demands regarding product safety and efficacy validation are becoming increasingly stringent; products lacking clinical data support will gradually lose market trust. Overall,

the pet dental gel sector has entered a new phase of competition characterized by branding, specialization, and globalization. The global market is projected to grow at an average annual rate of 10% to 15% over the next five years, and manufacturers possessing capabilities in product innovation, brand influence, and channel expansion are poised to stand out and become key beneficiaries in the pet oral care market.

This report studies the global Pet Teeth Cleaning Gel production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Pet Teeth Cleaning Gel 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 Teeth Cleaning Gel that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Pet Teeth Cleaning Gel total production and demand, 2021-2032, (M Units)

Global Pet Teeth Cleaning Gel total production value, 2021-2032, (USD Million)

Global Pet Teeth Cleaning Gel production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (M Units), (based on production site)

Global Pet Teeth Cleaning Gel consumption by region & country, CAGR, 2021-2032 & (M Units)

U.S. VS China: Pet Teeth Cleaning Gel domestic production, consumption, key domestic manufacturers and share

Global Pet Teeth Cleaning Gel production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (M Units)

Global Pet Teeth Cleaning Gel production by Type, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

Global Pet Teeth Cleaning Gel production by Application, production, value, CAGR, 2021-2032, (USD Million) & (M Units)

This report profiles key players in the global Pet Teeth Cleaning Gel 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 Mars, Incorporated (US), Cosmos Corporation (US), Beaphar B.V. (NL), VET'S+BEST (US), Mercola Healthy Pets (US), Addison Biological Laboratory, Inc. (US), TropiClean (US), Pet Life (PetzLife Products Inc.) (US), Company of Animals (GB), Oxyfresh Worldwide, Inc. (US), 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 Teeth Cleaning Gel market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (M Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. 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 Teeth Cleaning Gel Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Pet Teeth Cleaning Gel Market, Segmentation by Type:

Formula Containing Tea Polyphenols

Formula Without Tea Polyphenols

Global Pet Teeth Cleaning Gel Market, Segmentation by Application Method:

Brush-on Gel

No-Brush Gel

Global Pet Teeth Cleaning Gel Market, Segmentation by Zinc Gluconate Concentration:

2% - 5%

> 5%

Global Pet Teeth Cleaning Gel Market, Segmentation by Application:

Cat

Dog

Other

Companies Profiled:

Mars, Incorporated (US)

Cosmos Corporation (US)

Beaphar B.V. (NL)

VET'S+BEST (US)

Mercola Healthy Pets (US)

Addison Biological Laboratory, Inc. (US)

TropiClean (US)

Pet Life (PetzLife Products Inc.) (US)

Company of Animals (GB)

Oxyfresh Worldwide, Inc. (US)

Naturel Promise (US)

PETSILVER (Horizon Distributors LLC) (US)

Tomlyn (US)

Virbac (FR)

Dechra Pharmaceuticals plc (GB)

Arm & Hammer (Church & Dwight Co., Inc.) (US)

imRex Inc. (CA)

Ceva Santé Animale (FR)

Geltec Ltd (AU)

Guangzhou Huiyou Biotechnology Co., Ltd. (CN)

Key Questions Answered:

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

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