

# Global Vet Mat 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 Vet Mat market size was valued at US\$ 3087 million in 2025 and is forecast to a readjusted size of US\$ 4756 million by 2032 with a CAGR of 6.3% during review period.

In 2025, the production of vet mat is expected to be approximately 600 million pieces, with an average selling price of about 5 US dollars per piece, a gross profit margin of about 35%, and a single production line capacity of approximately 5 million pieces per year. Vet mats are hygiene care products based on superabsorbent polymer (SAP) technology. They are not only standard consumables for veterinarians but also important tools for families with healthy pets. Their fundamental function is to create a dry, hygienic, and safe local environment for pets during special periods (illness, surgery, old age, travel) through efficient fluid management. The upstream of the veterinary pad industry is the petrochemical sector, which provides core raw materials such as non-woven fabrics, superabsorbent polymers, plastic films, and fluff pulp. The midstream consists of professional manufacturers who use automated production lines to composite, cut, and package raw materials into finished products. Their core competitiveness lies in the optimization of absorbent and moisture-locking technologies and cost control, while also meeting hygiene standards for medical or pet products. The downstream reaches end consumers through professional B2B channels such as pet hospitals and veterinary clinics, as well as online e-commerce and pet stores. The demand stems from two sources: on the professional side, it originates from the rigid requirements of veterinary clinics for hygiene, infection prevention, and efficient management during surgery, hospitalization, and examinations; on the consumer side, it originates from pet owners' needs for home care of incontinent, post-operative, postpartum, or young pets. The core driving force is to provide a clean and hygienic environment for pets that cannot control themselves and to reduce the cleaning burden

on caregivers.

The core driving factors for the vet mat market can be summarized as follows: 1. The trend of pet humanization: Pets are regarded as family members, and owners are willing to invest more funds in pet healthcare, directly increasing the demand for comfortable and professional accessories (such as anti-slip and warm veterinary pads) during the treatment process. 2. Growth in healthcare expenditure: With the enhanced awareness of pet healthcare, the frequency and scope of treatments have increased, driving veterinary clinics to continuously purchase various consumable pad materials. 3. Functional and professional requirements of products: The market has increasingly strict requirements for the specific functions of veterinary pads, such as easy cleaning and disinfection to maintain hygiene, anti-slip features to ensure the safety of animals, and the ability to penetrate X-rays for easier diagnosis and treatment. 4. Geographical market expansion: In addition to traditional mature markets, the pet healthcare industry in emerging market countries is developing rapidly, becoming a new growth point, and promoting the market penetration of products.

This report is a detailed and comprehensive analysis for global Vet Mat 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 Vet Mat market size and forecasts, in consumption value (\$ Million), sales quantity (K Pieces), and average selling prices (K US\$/Piece), 2021-2032

Global Vet Mat market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Pieces), and average selling prices (K US\$/Piece), 2021-2032

Global Vet Mat market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Pieces), and average selling prices (K US\$/Piece), 2021-2032

Global Vet Mat market shares of main players, shipments in revenue (\$ Million), sales

quantity (K Pieces), and ASP (K US\$/Piece), 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 Vet Mat

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 Vet Mat 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 Shor-Line, Contingenci, Medline, JorVet, Big Dog Bed Company, Pet Vet Mat, Zebra Vet, VetMed Solutions, Rothacher Medical, Rothacher Medical, etc.

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

### **Market Segmentation**

Vet Mat 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

Fluffy Pulp Pads

Polymer Pads

#### Market segment by Thickness

Ultra-thin Type

Standard Type

Thickened Type

#### Market segment by Handling Method

Compostable

Flushable

Incinerable

#### Market segment by Application

Cats

Dogs

Others

#### Major players covered

Shor-Line

Contingenci

Medline

JorVet

Big Dog Bed Company

Pet Vet Mat

Zebra Vet

VetMed Solutions

Rothacher Medical

Rothacher Medical

Megasoft

Scicovet

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 Vet Mat product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Vet Mat, with price, sales quantity, revenue, and global market share of Vet Mat from 2021 to 2026.

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

Chapter 4, the Vet Mat 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 Vet Mat 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 Vet Mat.

Chapter 14 and 15, to describe Vet Mat sales channel, distributors, customers, research findings and conclusion.

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