

# **Pet Shampoo Market Size, Share & Trends Analysis Report By Animal (Dog, Cat), By Application (Household, Commercial), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2024 - 2030**

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## **Abstracts**

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### **Pet Shampoo Market Growth & Trends**

The global pet shampoo market size is expected to reach USD 6.22 billion by 2030, growing at a CAGR of 5.7% during the forecast period, according to a new report by Grand View Research, Inc. Pet owners are increasingly becoming more conscious about the health and well-being of their pets, leading to a growing demand for products that cater to their pets' hygiene needs. This has resulted in a shift toward specialized pet shampoos that are formulated to meet the specific requirements of different types of pets, such as dogs, cats, and other animals. These specific requirements of pet shampoos include being pH-balanced, free of harsh chemicals, and formulated to clean and condition the pet furs without stripping natural oils or irritating their skin.

The growing awareness among pet owners regarding the importance of regular check-ups, vaccinations, and preventative care is indirectly driving the pet shampoo industry's growth. As pet owners prioritize their pets' health and well-being, they are more inclined to invest in products that contribute to their overall health and hygiene, including pet shampoo. According to a survey by the American Pet Products Association, 95% of pet owners consider their pets part of the family, and 79% of dog owners and 63% of cat owners take their pets to the vet for preventative care.

Additionally, the rise in pet ownership globally, particularly in emerging markets, is driving market expansion. As disposable incomes rise and lifestyles change, more households are welcoming pets into their homes, leading to a larger customer base for pet care products. With an increasing number of pets requiring regular grooming and hygiene maintenance, the demand for pet shampoo continues to grow, especially in regions where pet ownership is on the rise.

Advancements in pet shampoo formulations and ingredients are driving innovation and product differentiation in the market. Manufacturers are developing pet shampoos tailored to specific needs and preferences, such as sensitive skin, allergies, coat types, and scent preferences. Additionally, the growing consumer interest in natural and organic products has led to the introduction of eco-friendly and plant-based pet shampoos, appealing to environmentally conscious pet owners and driving sales in this segment of the market.

The growth of e-commerce has also significantly impacted consumer product adoption trends in the market for pet shampoos. With the convenience of online shopping, pet owners have access to a wider range of product options and can easily compare prices and read reviews before purchasing. Moreover, many pet grooming brands are now leveraging direct-to-consumer channels to bypass traditional retail distribution channels, allowing them to connect directly with consumers and build brand loyalty.

The influence of pet grooming trends and social media plays a role in driving the market growth. Pet owners are increasingly exposed to grooming trends, tips, and recommendations through social media platforms, pet influencers, and grooming blogs. This exposure drives awareness and interest in pet grooming products, including shampoo, as pet owners seek to emulate grooming practices and achieve similar results for their pets.

## Pet Shampoo Market Report Highlights

Based on animal type, the dog segment dominated the market with a revenue share of 52% in 2023. Pet dogs have become an integral part of several families globally, which has also increased the focus on their health and hygiene. These factors drive the demand for pet shampoo among dogs.

The rise of professional pet grooming services and grooming salons has led to an increased demand for quality pet shampoo in commercial settings. Groomers rely on premium products to deliver exceptional grooming results. This is

expected to drive the demand for pet shampoo in commercial settings.

The online distribution channels segment is expected to witness significant CAGR from 2024 to 2030. Online channels such as e-commerce websites help new and emerging market players display their products, thereby highlighting them on these platforms.

North America held 44% of the global revenue share in 2023. This can be attributed to the high preference for pet grooming services which has led to an increased demand for high-quality and specialized pet shampoos in this region.

Companies operating in the market are competing to grab the opportunities presented by the dog grooming products segment, giving rise to the development of new solutions that cater to different dog breeds and problems.

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