

Mexico Pet Grooming Market Size, Share, Trends and Forecast by Product Type, Pet Type, Distribution Channel, and Region, 2026-2034

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Abstracts

The Mexico pet grooming market size reached USD 131.7 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 233.2 Million by 2034, exhibiting a growth rate (CAGR) of 6.56% during 2026-2034. The market is propelled by the increasing pet ownership and humanization of pets, rising disposable income enabling higher spending on pet care, expansion of pet grooming service providers and retail outlets, and growing awareness about pet hygiene and health benefits.

MEXICO PET GROOMING MARKET TRENDS:

Growth of E-Commerce and Platforms for Pet Products

The expansion of e-commerce platforms is significantly driving the Mexico pet grooming market as they provide easy access to a wide variety of grooming products. According to a report published by the IMARC Group, the Mexico e-commerce market is projected to exhibit a growth rate (CAGR) of 12.40% during 2024-2032. Online pet grooming retailers provide shampoos, conditioners, and grooming tools such as brushes, clippers, and nail grinders so that pet owners can easily groom their pets at home. These websites also often provide discounts, bundle offers, and subscriptions, ensuring that customers make repeated purchases. Reviews and detailed descriptions of the product enable customers to make informed shopping decisions, further increasing sales. The growth of e-commerce is more significant in areas where physical grooming stores or salons are not easily available. Numerous companies are also utilizing social media and digital marketing strategies to create awareness about their products and grooming solutions. This shift toward online shopping has opened new revenue streams for businesses, expanding the reach of the pet grooming market across Mexico.

Rising Pet Ownership and Humanization Trends

The growing number of pet owners in Mexico is significantly raising the demand for pet grooming services. Owners are now treating their pets as members of their families. This is increasing awareness about the hygiene and health of their pets. This pet humanization encourages owners to spend more on grooming products and services. Therefore, pet salons, mobile grooming services, and home grooming kits are growing in popularity as urban households take on a more indulgent attitude toward pet care. In addition, rising urbanization is also promoting the growth in pet ownership since many urban people acquire pets as a solution to loneliness or to enhance their quality of life. For instance, according to industry reports, approximately 87.9 % of the Mexico's population resides in urban areas. Urbanization and a change in lifestyles have made pet owners take their pets to get regular grooming done in order to keep them clean and comfortable. This shift is also due to social media trends. Well-groomed pets often feature on these platforms, inspiring others to emulate the same. This demand for pet health and aesthetic care is driving the pet grooming market forward, catering to a wide-ranging customer base.

MEXICO PET GROOMING MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on product type, pet type and distribution channel.

Product Type Insights:

Shampoo and Conditioner

Shear and Trimming Tools

Comb and Brush

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes shampoo and conditioner, shear and trimming tools, comb and brush, and others.

Pet Type Insights:

Dog

Cat

Horse

Fish

Birds

Others

A detailed breakup and analysis of the market based on the pet type have also been provided in the report. This includes dog, cat, horse, fish, birds, and others.

Distribution Channel Insights:

Supermarkets and Hypermarkets

Retail Stores

Online Stores

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes supermarkets and hypermarkets, retail stores, online stores, and others.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Mexico pet grooming market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico pet grooming market on the basis of product type?

What is the breakup of the Mexico pet grooming market on the basis of pet type?

What is the breakup of the Mexico pet grooming market on the basis of distribution channel?

What is the breakup of the Mexico pet grooming market on the basis of region?

What are the various stages in the value chain of the Mexico pet grooming market?

What are the key driving factors and challenges in the Mexico pet grooming market?

What is the structure of the Mexico pet grooming market and who are the key players?

What is the degree of competition in the Mexico pet grooming market?

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