

Pet Oral Care Products Market Report by Product Type (Toothbrush, Toothpaste, Mouthwash/Rinse, Dental Chews, and Others), Animal Type (Dogs, Cats, and Others), Distribution Channel (Supermarkets and Hypermarkets, Online Stores, Specialized Pet Shops, Veterinary Channels, and Others), and Region 2024-2032

<https://marketpublishers.com/r/P17933AA981FEN.html>

Date: January 2024

Pages: 140

Price: US\$ 3,899.00 (Single User License)

ID: P17933AA981FEN

Abstracts

The global pet oral care products market size reached US\$ 2.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3.4 Billion by 2032, exhibiting a growth rate (CAGR) of 5.68% during 2024-2032. Rising incidences of oral diseases in pets, increasing awareness regarding the importance of maintaining pet oral hygiene, and inflating disposable income levels represent some of the key factors driving the market.

Pet oral care products are essential for maintaining hygiene and comfort for the animals as well as preventing the transmission of infectious diseases from other pets. A pet oral care product reduces the number of germs and bacteria in the mouth and teeth of pets while preventing bad breath and maintaining improved oral hygiene. To prevent dental disease and keep pets' teeth clean, oral care products incorporate appliances, medicines, and chemicals. The importance of keeping pets' mouths clean cannot be overstated, since improper care can lead to infection, bacteria, bleeding from the mouth, or loose or discolored teeth. In addition to using these products, veterinarians recommend checking pets' oral care once a year. Practicing good pet oral care provides several advantages, such as improved teeth health, effective bacterial inhibition, and prevention of complex health issues. Tartar shield soft chews, anti-plaque oral sprays and water additives are the most common types of oral care products for

pets, such as dogs and cats.

Pet Oral Care Products Market Trends:

The growing rates of pet adoption among the masses, particularly the millennial and gen-z population is a significant factor driving the market. In addition to this, the rising incidences of oral diseases in pets, such as periodontal diseases, oral cancer and tooth abscesses, is also resulting in a higher uptake of pet oral care products across the globe. This can be attributed to the rising trend of pet humanization as well as the increasing awareness regarding the importance of maintaining pet oral hygiene. Besides this, numerous strategies, such as merger and acquisitions, and partnerships and collaborations with shelters and pet stores by the major market players, are providing an impetus to the market. However, the high cost of several pet oral care products and limited availability are acting as major growth restraining factors for the market. On the contrary, continual product innovations, along with the launch of pet-specific organic and natural oral care products to cater to specific consumer demands, are creating lucrative growth opportunities in the market. Additionally, the easy availability of pet oral care products at competitive prices across e-commerce websites is impacting the market positively. Some of the other factors contributing to the market include rapid urbanization, expansion of product distribution channels, inflating disposable income levels, and extensive research and development (R&D activities conducted by the key players.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global pet oral care products market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on product type, animal type and distribution channel.

Product Type Insights

Toothbrush

Toothpaste

Mouthwash/Rinse

Dental Chews

Others

The report has provided a detailed breakup and analysis of the pet oral care products market based on the product type. This includes toothbrush, toothpaste, mouthwash/rinse, dental chews, and others. According to the report, mouthwash/rinse

represented the largest segment.

Animal Type Insights

Dogs
Cats
Others

The report has provided a detailed breakup and analysis of the pet oral care products market based on the animal type. This includes dogs, cats, and others. According to the report, dogs represented the largest segment.

Distribution Channel Insights

Supermarkets and Hypermarkets
Online Stores
Specialized Pet Shops
Veterinary Channels
Others

A detailed breakup and analysis of the pet oral care products market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, online stores, specialized pet shops, veterinary channels, and others. According to the report, specialized pet shops accounted for the largest market share.

Regional Insights

North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others

Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and Middle East and Africa. According to the report, North America was the largest market for pet oral care products. Some of the factors driving the North America pet oral care products market include the high rate of pet adoption, increasing awareness regarding the importance of maintaining pet oral hygiene, inflating disposable income levels, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global pet oral care products market. Detailed profiles of all major companies have also been provided. Some of the companies covered include All4pets, AllAccem Inc., Ceva Santé Animale, Cosmos Corporation, Dechra Pharmaceuticals plc, Goran Pharma Pvt. Ltd., Hill's Pet Nutrition Inc. (Colgate-Palmolive Company), Imrex Inc., Nestlé Purina PetCare Company (Nestlé S.A.), Petzlif UK, Vetoquinol SA, Virbac, etc.

Key Questions Answered in This Report:

How has the global pet oral care products market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global pet oral care products market?

What are the key regional markets?

Which countries represent the most attractive pet oral care products markets?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the animal type?

What is the breakup of the market based on the distribution channel?

What is the competitive structure of the global pet oral care products market?

Who are the key players/companies in the global pet oral care products market?

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