

Global Dog Toothbrush Market Growth 2026-2032

<https://marketpublishers.com/r/G234353898DEEN.html>

Date: July 2026

Pages: 157

Price: US\$ 3,660.00 (Single User License)

ID: G234353898DEEN

Abstracts

The global Dog Toothbrush market size is predicted to grow from US\$ 426 million in 2025 to US\$ 688 million in 2032; it is expected to grow at a CAGR of 7.3% from 2026 to 2032.

In 2025, global dog toothbrush production reached 128 million units, with an estimated average selling price of \$3.40 per brush. Dog toothbrushes are pet oral cleaning tools specifically designed for the oral structure of dogs. They are primarily used in conjunction with pet toothpaste, dental gel, or oral care solution to remove plaque, food debris, and soft deposits from the tooth surface, reducing the risk of tartar, bad breath, and gum problems. Dog toothbrushes have smaller, softer heads and longer handles or handles angled to better reach the back of the mouth. They are often designed according to dog size, age, and acceptance levels, including long-handled toothbrushes, double-headed toothbrushes, three-sided toothbrushes, 360° toothbrushes, finger toothbrushes, and electric/ultrasonic toothbrushes. They are mainly used for daily brushing at home, puppy oral care training, tartar and halitosis prevention, post-operative or post-cleaning maintenance, gum care for senior dogs, high-frequency oral care for small dogs, and in pet grooming salons and veterinary clinics. The upstream of the industry chain mainly includes nylon bristles, PBT bristles, food-grade silicone, PP/ABS plastic, bamboo, TPR anti-slip materials, brush head bristle implantation equipment, injection molds, packaging materials, and related consumables such as pet toothpaste and dental gel. The midstream consists of manufacturers; the downstream mainly serves pet owners, pet hospitals, veterinary clinics, pet grooming salons, pet supply chains, e-commerce platforms, and supermarket retailers. Gross profit margins range from approximately 20% to 40%.

Globally, the dog toothbrush market is characterized by 'low-barrier manufacturing, high-barrier education, and brand and channel-driven growth.' North America is a large consumer market with strong pet care awareness, and toothbrush and toothpaste sets,

veterinarian-recommended brands, and high-end products are readily accepted. The European market emphasizes pet health, environmentally friendly materials, and professional channels. The Japanese market shows strong demand for small dogs, refined care products, and small brush heads. The Chinese and Southeast Asian markets are still in a rapid introduction phase. Industry development trends are mainly reflected in the following directions: First, cover-style, three-sided, and 360° toothbrushes are growing rapidly, as they reduce the difficulty of operation for pet owners and are more suitable for initial brushing training. Second, high-end and functional products are increasing, with veterinarian recommendations and scientific education becoming core competitive advantages for brands. Third, environmentally friendly materials and sustainable packaging will increase their weight in the European and American markets, with bamboo handles, recyclable packaging, and low-plasticity designs becoming differentiating selling points. Fourth, online channels and subscription sets are driving market expansion, with brands building complete oral care packages including toothpaste, toothbrushes, dental wipes, dental powder, dental liquid, and chew toys. Overall, dog toothbrushes are the most basic, educational, and easily bundled with toothpaste sets as a core entry-level product. In the future, the market will gradually shift from competition based on low-priced brushes to comprehensive competition based on 'veterinarian endorsement + repeat purchase of sets + user-friendly brush head design + high-end electrification'.

LP Information, Inc. (LPI) ' newest research report, the "Dog Toothbrush Industry Forecast" looks at past sales and reviews total world Dog Toothbrush sales in 2025, providing a comprehensive analysis by region and market sector of projected Dog Toothbrush sales for 2026 through 2032. With Dog Toothbrush sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Dog Toothbrush industry.

This Insight Report provides a comprehensive analysis of the global Dog Toothbrush landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Dog Toothbrush portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Dog Toothbrush market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Dog Toothbrush and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of

opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Dog Toothbrush.

This report presents a comprehensive overview, market shares, and growth opportunities of Dog Toothbrush market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Manual Toothbrush

Electric Toothbrush

Segmentation by Form Type:

Single Head

Double Head

Triple Head

Segmentation by Target Audience:

Puppies

Small Dogs

Medium/Large Dogs

Segmentation by Application:

Online Sales

Offline Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Nylabone

Arm & Hammer

Virbac

MIND UP Corp.

Petco

Vet?s Bes

TropiClean

Petosan

Beaphar

Ferplast

BOGAR GmbH

emmi-pet

WooBamboo

Bodhi Dog

Earth Pet

Animigo

Mikki Pet

Rosewood Pet

HICC Pet

Vetoquinol

Suzhou Xupeng Pet Products

Jiangsu Laoshu Pet Products

Yangzhou Huating Brushes Industry

Key Questions Addressed in this Report

What is the 10-year outlook for the global Dog Toothbrush market?

What factors are driving Dog Toothbrush market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Dog Toothbrush market opportunities vary by end market size?

How does Dog Toothbrush break out by Type, by Application?

Contents

%%

I would like to order

Product name: Global Dog Toothbrush Market Growth 2026-2032

Product link: <https://marketpublishers.com/r/G234353898DEEN.html>

Price: US\$ 3,660.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G234353898DEEN.html>