

Global Pet Dental Water Additives Market Growth 2026-2032

<https://marketpublishers.com/r/GB37B0B63355EN.html>

Date: October 2026

Pages: 132

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

ID: GB37B0B63355EN

Abstracts

The global Pet Dental Water Additives market size is predicted to grow from US\$ 166 million in 2025 to US\$ 274 million in 2032; it is expected to grow at a CAGR of 7.4% from 2026 to 2032.

In 2025, global Pet Dental Water Additives sales reached approximately 22.5 million bottles, with an average shipment price of about US\$7.55 per bottle, converted on a 500 mL standard bottle basis. Pet Dental Water Additives are pet oral care consumables added to the daily drinking water of dogs and cats, typically sold as bottled liquids, concentrated solutions, soluble powders, or equivalent retail packages for convenient at-home oral hygiene care. These products help support breath freshening, plaque and tartar management, oral environment maintenance, and brushless dental care through enzymatic or compound oral care formulations, improving the practicality of daily dental care for pet owners and serving household dog and cat care, bad breath management, routine plaque and tartar control, post-dental-cleaning maintenance, and broader pet health consumption scenarios.

The growth of the Pet Dental Water Additives market is mainly driven by pet humanization, rising awareness of dog and cat oral health, low brushing compliance among pet owners, and increasing demand for convenient daily care products. Compared with toothbrushes, toothpaste, oral gels, and dental chews, water additives have a lower usage barrier and can be easily integrated into pets' daily drinking routines, making them suitable for households with pets that resist brushing or require support for bad breath, plaque, and tartar management. As pet health consumption shifts from basic feeding toward preventive care, daily wellness, and veterinarian-recommended maintenance, the category is expected to grow steadily, supported by repeat purchases, online channel penetration, veterinary endorsement, trust from

VOHC-accepted products, and continued brand development in enzymatic formulas, compound oral care solutions, and dog- and cat-specific products.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global Pet Dental Water Additives 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 Pet Dental Water Additives portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Pet Dental Water Additives market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Pet Dental Water Additives 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 Pet Dental Water Additives.

This report presents a comprehensive overview, market shares, and growth opportunities of Pet Dental Water Additives market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Liquid Water Additives

Powder Water Additives

Other

Segmentation by Channel Position:

Consumer Retail Products

Veterinary Channel Products

Direct to Consumer Products

Private Label Manufacturing Products

Other

Segmentation by Application:

Dog Products

Cat Products

Dog and Cat Products

Other

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.

Cosmos Corporation

Dechra Pharmaceuticals PLC

Virbac S.A.

Animalcare Group PLC

HealthyMouth LLC

Pet King Brands, Inc.

Oxyfresh Worldwide, Inc.

Skout's Honor

Central Garden & Pet Company

PetLab Co.

SynergyLabs

Beaphar B.V.

Bugalugs Pet Care

VETIQ

Trixie Heimtierbedarf GmbH & Co. KG

GEX Corporation

Liquid Health Pets

Wellnergy Pets

Key Questions Addressed in this Report

What is the 10-year outlook for the global Pet Dental Water Additives market?

What factors are driving Pet Dental Water Additives market growth, globally and by region?

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

How do Pet Dental Water Additives market opportunities vary by end market size?

How does Pet Dental Water Additives break out by Type, by Application?

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