

Global Pet Electric Toothbrushes Market Growth 2026-2032

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Abstracts

The global Pet Electric Toothbrushes market size is predicted to grow from US\$ 63.39 million in 2025 to US\$ 110 million in 2032; it is expected to grow at a CAGR of 8.3% from 2026 to 2032.

In 2025, global production of pet electric toothbrushes reached 1.8 million units, with an estimated average selling price of \$36 per unit. Pet electric toothbrushes are electrically driven brushing tools designed specifically for oral care of companion animals such as dogs and cats. They typically consist of an electric handle, a micro-motor or ultrasonic transducer, replaceable brush heads, a rechargeable battery, control circuitry, a waterproof casing, and a pet-specific toothpaste/gel. They are primarily used to assist in removing plaque, soft deposits, and food debris from the tooth surface, improve bad breath, and help pet owners establish more consistent brushing habits. Pet electric toothbrushes emphasize cleaning efficiency, low noise, low vibration, soft brush heads, pet acceptance, and a premium care experience; brush head size, vibration intensity, noise control, and toothpaste are tailored to pet oral health. The upstream of the industry chain mainly includes micro motors, ultrasonic transducers, lithium batteries, PCB control boards, charging interfaces, ABS/PP/TPR shell materials, food-grade silicone, PBT/nylon bristles, brush head bristle implantation equipment, injection molds, waterproof seals, packaging materials, and raw materials for pet toothpaste and dental gel. The midstream includes electric toothbrush OEM/ODM factories; the downstream consists of pet owners, pet hospitals, veterinary clinics, pet grooming shops, pet supply chains, e-commerce platforms, supermarkets, and cross-border e-commerce channels. Gross profit margins range from approximately 25% to 45%.

Globally, the pet electric toothbrush market is in its early penetration stage, with a small market size and high average order value. North America and Europe are the main

consumer regions, where consumers are willing to pay a premium for pet health, veterinary recommendations, low-noise design, and high-end care. Mature Asian markets such as Japan, South Korea, and Singapore have higher acceptance of small dogs and refined grooming. The Chinese and Southeast Asian markets are still in the introductory phase, with demand mainly coming from pet owners in first- and second-tier cities, consumers of imported brands, and cross-border e-commerce users. The biggest obstacle for this category is not manufacturing, but rather pets' acceptance of the brushing action, motor noise, and vibration. In the future, pet electric toothbrushes will develop towards lower noise, lower vibration, softer brush heads, miniaturization, ultrasonic technology, bundled products, and repurchase of consumables.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Pet Electric Toothbrushes 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 Electric Toothbrushes.

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

Segmentation by Type:

Rotary Type

Sonic Vibration Type

Segmentation by Brush Head Structure:

Single Head

Double Head

Triple Head

Segmentation by Target Audience:

Dog Electric Toothbrushes

Cat Electric Toothbrushes

Universal Dog and Cat Electric Toothbrushes

Others

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 Pet Electric Toothbrushes market?

What factors are driving Pet Electric Toothbrushes market growth, globally and by region?

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

How do Pet Electric Toothbrushes market opportunities vary by end market size?

How does Pet Electric Toothbrushes break out by Type, by Application?

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