

Global Pet Grooming & Cleaning Wipes Market Growth 2026-2032

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Abstracts

The global Pet Grooming & Cleaning Wipes market size is predicted to grow from US\$ 802 million in 2025 to US\$ 1275 million in 2032; it is expected to grow at a CAGR of 6.9% from 2026 to 2032.

Pet grooming and cleaning wipes are disposable, pre-moistened pet-care consumables made from nonwoven substrates and mild cleansing formulations. They are designed for dogs, cats and other companion animals to support daily cleaning and localized care when full bathing is unnecessary or inconvenient. Typical substrates include spunlace nonwovens, viscose, bamboo-derived fibers, cellulose-based materials and other plant-based fabrics, while common formulations emphasize alcohol-free, pH-balanced, hypoallergenic, deodorizing, moisturizing and low-irritation properties. The product family covers general body wipes, paw wipes, bum wipes, eye and tear-stain wipes, ear wipes, dental finger wipes, waterless bath wipes and glove-format wipes. Packaging formats include resealable soft packs, canisters, travel packs, single sachets, finger sleeves and glove wipes. The category sits at the intersection of pet grooming, household hygiene and private-label wet-wipe manufacturing, with recurring demand driven by indoor pet ownership, post-walk cleaning, travel convenience, grooming routines and the broader humanization of companion-animal care.

Based on our research, pet grooming and cleaning wipes should be understood as a recurring pet-care consumable rather than a simple extension of generic wet wipes. The category is driven by the shift from occasional bathing to frequent, localized and convenient cleaning routines. The most important use cases include paw cleaning after walks, body and coat freshening between baths, bum cleaning, tear-stain removal, ear care, dental finger wiping and travel-related cleanup. Compared with shampoos, sprays, foams and dry-cleaning powders, wipes offer a low-friction user experience: they are

ready to use, easy to dose, portable, suitable for e-commerce bundling and highly compatible with private-label retail strategies. For market sizing, the appropriate narrow scope should focus on pet-specific wipes used directly on animals, rather than surface wipes for pet messes, cage-cleaning wipes, baby wipes, general household wipes or prescription-led veterinary medicated products.

From the demand side, North America, Europe and Japan remain the highest-value regions because pet owners show greater willingness to pay for plant-based substrates, hypoallergenic formulations, alcohol-free positioning, biodegradable materials and convenient packaging formats. China and emerging Asian markets are growing from a lower value base, supported by rising pet ownership, domestic pet-care brands, social-commerce channels and private-label development. Japan is characterized by pure-water, low-irritation and multi-area use products, while Europe's product evolution is increasingly shaped by material sustainability and single-use-plastic labeling obligations. In North America, outdoor activities, urban pet ownership and the humanization of pets support frequent use of paw, body and odor-control wipes.

Product competition is expected to move from basic availability to a more sophisticated combination of substrate, formulation, functional segmentation and compliance. Plant-based fibers, bamboo-derived substrates, FSC or biobased claims, pH-balanced formulas, unscented and low-irritation options, ear and eye wipes, dental finger wipes, glove wipes and travel packs are the most credible routes for differentiation. At the same time, brand owners and OEMs need to draw a clear line between ordinary grooming aids and products with antimicrobial, pesticidal or therapeutic claims. This distinction matters because products intended only to clean or beautify animals may be treated differently from products claiming to kill pathogens, disinfect, treat skin conditions or deliver veterinary-medical benefits.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Pet Grooming & Cleaning Wipes and breaks down the forecast by Type, by Sale Channel, 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 Grooming & Cleaning Wipes.

This report presents a comprehensive overview, market shares, and growth opportunities of Pet Grooming & Cleaning Wipes market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

General Cleaning Wipes

Functional Care Wipes

Other Specialty Wipes

Segmentation by Pet Type:

Dog Wipes

Cat Wipes

Other

Segmentation by Formulation:

Deodorizing Formula

Moisturizing Formula

Other

Segmentation by Sale Channel:

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.

Unicharm Corporation

Daio Paper Corporation

Albaad

Diamond Wipes International Inc.

Premier Care Industries

Cosmos Corporation

Beijiajie Group Co., Ltd.

Tongling Jieya Biologic Technology Co., Ltd.

Hangzhou Nbond Nonwovens Co., Ltd.

Sapro

Neva Global

Vinner Health (Shenzhen) Co., Ltd.

Zhejiang Aijian Sanitary Products Technology Co., Ltd.

KNH Enterprise Co., Ltd.

Nan Liu Enterprise Co., Ltd.

AHC

LEC Inc.

IRIS Ohyama Inc.

Cixi Fanhua Nonwoven Products Co., Ltd.

Zhejiang Wipex New Material Technology Co., Ltd.

Dalian Sundly

Jiangxi Sencen Hygienic Products Co., Ltd.

Jiaxing Hongjie Commodity Co., Ltd.

Key Questions Addressed in this Report

What is the 10-year outlook for the global Pet Grooming & Cleaning Wipes market?

What factors are driving Pet Grooming & Cleaning Wipes market growth, globally and

by region?

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

How do Pet Grooming & Cleaning Wipes market opportunities vary by end market size?

How does Pet Grooming & Cleaning Wipes break out by Type, by Sale Channel?

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