

# **Pet Dental Health Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Products, Services), By Indication (Gum Diseases, Endodontic Diseases, Dental Calculus, Oral Tumor, Other Indications), By Animal Type, By Distribution Channel**

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## **Abstracts**

The Pet Dental Health Market is valued at USD 8.6 billion in 2025 and is projected to grow at a CAGR of 8% to reach USD 17.1 billion by 2034.

### **Pet Dental Health Market Overview**

The pet dental health market is gaining significant traction as pet owners become more aware of the importance of oral hygiene in maintaining their pets' overall well-being. Just like in humans, poor dental health in pets can lead to severe health complications, including periodontal disease, tooth decay, and infections that may impact vital organs. With rising pet ownership and increasing pet humanization trends, pet parents are investing in preventive dental care solutions, including dental treats, chews, toothbrushes, water additives, and veterinary dental services. Veterinary professionals have also been actively educating pet owners about the risks of untreated dental issues, leading to higher demand for professional cleanings and advanced treatments such as dental surgery and extractions. The market is further driven by innovations in pet dental care products, with brands introducing natural, enzymatic, and medicated oral hygiene solutions. As awareness continues to grow, the pet dental health market is expected to expand, driven by a combination of consumer education, technological advancements, and improved access to veterinary dental services. The pet dental health market has seen rapid advancements, particularly in the development of natural and organic dental care products. Pet owners are increasingly opting for chemical-free, plant-based, and probiotic-infused dental solutions that promote oral hygiene without synthetic additives.

Dental treats and chews continue to dominate the market, with manufacturers introducing innovative formulations designed to reduce plaque and tartar buildup while improving breath freshness. Additionally, the expansion of telehealth veterinary services has facilitated greater awareness and consultation availability for pet dental health, making it easier for pet owners to address early-stage dental issues before they require surgical intervention. The integration of AI-driven pet health monitoring devices is another significant development with smart pet toothbrushes and dental scanning tools becoming available to track dental health and detect early signs of gum disease. Veterinary clinics and pet care brands are also emphasizing dental wellness programs, offering subscription-based dental care services that include routine cleanings and at-home dental kits. As pet dental care becomes a standard part of overall pet wellness, the industry is experiencing steady growth with a strong emphasis on preventive healthcare solutions. The pet dental health market is expected to continue evolving with new innovations in product formulations, veterinary treatments, and at-home dental care technologies. AI-powered pet health monitoring devices will become more sophisticated, allowing real-time tracking of a pet's dental condition and sending alerts to owners regarding potential oral health concerns. Veterinary dentistry is anticipated to advance further, with the development of minimally invasive treatments, laser-based cleaning procedures, and improved anesthesia-free dental scaling solutions. The demand for personalized pet dental care products, such as breed-specific toothpaste and tailored dental treats, is also expected to rise as pet owners seek customized health solutions. Sustainability will play an increasingly vital role, with more brands focusing on eco-friendly packaging and biodegradable dental chews to align with consumer preferences for environmentally responsible pet products. Additionally, partnerships between veterinary professionals, pet insurance providers, and pet wellness subscription services will enhance access to routine dental care, making professional treatments more affordable and accessible. With growing consumer awareness and continuous advancements in pet oral care, the pet dental health market is set for substantial long-term growth.

## Key Insights Pet Dental Health Market

**Rise in Natural and Organic Dental Products:** Consumers are shifting towards chemical-free, plant-based dental care products, including herbal toothpastes, probiotic dental sprays, and enzymatic treats.

**Advancements in Smart Pet Dental Care Devices:** AI-powered toothbrushes, dental monitoring sensors, and at-home dental scanning tools are gaining traction in pet oral health management.

**Expansion of Telehealth for Dental Consultations:** Online veterinary consultations are making it easier for pet owners to seek expert advice and preventive care recommendations for their pets' dental issues.

**Growth in Subscription-Based Dental Care Plans:** Veterinary clinics and pet wellness brands are offering routine dental cleaning services and at-home dental care kits through subscription models.

**Sustainability in Pet Dental Products:** Brands are increasingly developing eco-friendly dental chews, biodegradable toothbrushes, and recyclable packaging to meet consumer demand for sustainable pet care solutions.

**Increased Awareness of Pet Oral Health:** Growing educational campaigns by veterinarians and pet care brands are encouraging pet owners to prioritize dental hygiene for their pets.

**Rising Demand for Preventive Pet Healthcare:** As pet healthcare costs rise, owners are investing in preventive dental care to avoid expensive treatments for advanced periodontal diseases.

**Technological Advancements in Veterinary Dentistry:** Innovations in laser treatments, anesthesia-free dental cleanings, and AI-powered diagnostic tools are enhancing pet dental care services.

**Growing Pet Humanization Trends:** As pets are increasingly treated as family members, pet owners are willing to invest in premium dental care products and veterinary dental treatments.

**High Cost of Veterinary Dental Treatments:** Professional pet dental procedures, including cleanings, extractions, and surgeries, remain expensive, limiting access for pet owners with budget constraints.

## Pet Dental Health Market Segmentation

### By Type

#### Products

## Services

### By Indication

Gum Diseases

Endodontic Diseases

Dental Calculus

Oral Tumor

Other Indications

### By Animal Type

Dogs

Cats

Other Animal Types

### By Distribution Channel

Veterinary Hospitals And Clinics

Retail Pharmacies

E-Commerce

Other Distribution Channels

### Key Companies Analysed

Virbac Animal Health

Colgate-Palmolive Company

Dechra Pharmaceuticals plc

Nestlé SA

Vetoquinol SA

Central Garden & Pet Company

BarkBox

Basepaws Inc.

Imrex Inc.

Animal Microbiome Analytics Inc.

Dentaire International

Mars Incorporated

PetIQ LLC

Petzlife Co.

General Electric Company

Spectrum Brands Holdings Inc.

Aller Petfood LLC

Nutri-Vet

Ceva Santé Animale

Pets Global Inc.

Cosmos Corporation

Oxyfresh Inc.

Nylabone

LebaLab Inc.

Vetradent

Heska Corporation

The Clorox Company

VetOne

Healthy Mouth LLC

ARK naturals

## Pet Dental Health Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## Pet Dental Health Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial

performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

North America — Pet Dental Health market data and outlook to 2034

United States

Canada

Mexico

Europe — Pet Dental Health market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Pet Dental Health market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Pet Dental Health market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Pet Dental Health market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Pet Dental Health value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Pet Dental Health industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Pet Dental Health Market Report

Global Pet Dental Health market size and growth projections (CAGR),  
2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Pet Dental

Health trade, costs, and supply chains

Pet Dental Health market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Pet Dental Health market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Pet Dental Health market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Pet Dental Health supply chain analysis

Pet Dental Health trade analysis, Pet Dental Health market price analysis, and Pet Dental Health supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Pet Dental Health market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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