Pet Dental Care Products Market Forecasts to 2032 – Global Analysis By Product (Toothpaste & Oral Gels, Dental Chews, Dental Sprays & Rinses, Dental Wipes and Dental Toys), Animal Type, Distribution Channel and By Geography

https://marketpublishers.com/r/P517456C25B3EN.html
Date: November 2025
Pages: 200
Price: US$ 4,150.00 (Single User License)
ID: P517456C25B3EN

Abstracts

According to Stratistics MRC, the Global Pet Dental Care Products Market is accounted for $6.9 billion in 2025 and is expected to reach $11.2 billion by 2032 growing at a CAGR of 7.1% during the forecast period. Pet dental care products are specialized formulations and tools designed to maintain the oral hygiene and overall health of companion animals such as dogs and cats. These products include toothbrushes, toothpastes, dental chews, oral rinses, gels, and treats that help reduce plaque, tartar buildup, and bad breath while preventing periodontal diseases. Formulated to be safe if swallowed, they often contain enzymes, antibacterial agents, or natural ingredients that target harmful bacteria and promote gum health. By supporting preventive care, pet dental products not only improve oral cleanliness but also contribute to pets' long-term well-being, reducing risks of systemic infections and discomfort.

Market Dynamics:

Driver:

Increasing pet ownership & humanization of pets

The growing trend of pet ownership worldwide, coupled with the humanization of pets, is a major driver of the pet dental care products market. Owners increasingly view pets as family members, prioritizing their health and wellness. This shift has led to higher spending on preventive care, including dental hygiene solutions such as chews,

+357 96 030922
info@marketpublishers.com

toothpaste, and oral rinses. Rising disposable incomes, urban lifestyles, and awareness campaigns further fuel demand, positioning dental care as an essential part of overall pet healthcare.

Restraint:

High cost of advanced products

Despite strong growth prospects, the high cost of advanced pet dental care products remains a significant restraint. Premium formulations, enzymatic toothpaste, and specialized oral rinses often carry elevated price tags, limiting accessibility in cost-sensitive markets. Many pet owners in developing regions hesitate to invest in expensive preventive solutions, relying instead on basic treats or veterinary visits. This price barrier restricts widespread adoption, particularly among middle-income households, slowing market penetration.

Opportunity:

Growing awareness of pet health

Increasing awareness of pet health and wellness presents a strong opportunity for market expansion. Veterinary professionals, pet care companies, and awareness campaigns highlight the importance of oral hygiene in preventing periodontal disease and systemic infections. As owners become more informed, demand for innovative and easy-to-use dental care products rises. The availability of flavored chews, gels, and rinses tailored to pets' preferences further enhances adoption. This growing consciousness, especially in emerging markets, opens avenues for product innovation and broader distribution.

Threat:

Pet compliance issues

Pet compliance issues pose a notable threat to the market, as many animals resist toothbrushing or oral care routines. Owners often struggle with administering toothpaste or rinses, reducing the effectiveness of preventive measures. While dental chews offer easier alternatives, they may not fully replace comprehensive oral care. This behavioral challenge limits product usage and necessitates continuous innovation in palatable, convenient solutions. Companies must address compliance through education, product design, to overcome this barrier and sustain growth.

Covid-19 Impact:

The Covid-19 pandemic had mixed effects on the pet dental care products market. On one hand, lockdowns and increased time spent at home strengthened the bond between owners and pets, driving higher spending on pet wellness, including dental care. On the other hand, supply chain disruptions, reduced veterinary visits, and economic uncertainties temporarily slowed product availability and adoption. Post-pandemic recovery has reignited demand, with e-commerce channels and online veterinary consultations accelerating market growth and reshaping consumer purchasing behavior.

The dental chews segment is expected to be the largest during the forecast period

The dental chews segment is expected to account for the largest market share during the forecast period, due to their convenience, palatability, and dual functionality as both treats and oral hygiene aids. Pet owners increasingly prefer dental chews because they are easy to administer, reduce plaque and tartar buildup, and improve pets' breath without requiring brushing. Their wide availability across retail and online channels, coupled with growing innovation in flavors and formulations, ensures strong adoption and sustained market leadership.

The pet specialty stores segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the pet specialty stores segment is predicted to witness the highest growth rate, due to ability to provide tailored product assortments, expert guidance, and premium offerings. These stores act as trusted destinations for pet owners seeking specialized dental care solutions, including toothbrushes, toothpaste, and advanced oral rinses. The personalized shopping experience, coupled with promotional campaigns and veterinarian partnerships, enhances consumer confidence. Rising urbanization and increasing disposable incomes further strengthen the role of specialty stores in driving growth across global markets.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rising pet ownership and expanding middle-class populations. Countries such as China, Japan, and India are witnessing rapid growth in pet humanization trends, fueling demand for dental care products. Increasing availability of innovative formulations, coupled with strong distribution networks and e-commerce penetration, supports regional expansion. Government initiatives promoting animal health and rising veterinary infrastructure further consolidate Asia Pacific's leadership in the global market.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to advanced veterinary practices, strong consumer awareness, and high spending on pet healthcare. The region benefits from widespread adoption of premium dental care products, including enzymatic toothpaste, oral rinses, and specialized chews. Robust innovation pipelines, coupled with strong presence of leading players, enhance product accessibility. Additionally, the growing emphasis on preventive care and wellness trends among pet owners ensures sustained demand, positioning North America as the fastest-growing market globally.

Key players in the market

Some of the key players in Pet Dental Care Products Market include Nestl? Purina, PetSmile, Virbac S.A., HealthyMouth, Vetoquinol, AllAccem, Dechra Pharmaceuticals, Petzlife Products, Ceva Sant? Animale, TropiClean, Boehringer Ingelheim, Arm & Hammer, Nylabone, Mars Inc. and Colgate-Palmolive.

Key Developments:

In July 2025, Odie Pet Insurance and Nestl? Purina PetCare have announced a strategic partnership to integrate the “Petivity powered by Purina” ecosystem into insurance underwriting and wellness reimbursements.

In February 2025, UMAMI Bioworks, has joined Nestl? Purina PetCare's UNLEASHED accelerator program to co-develop sustainable, high-quality seafood-based proteins for the pet food industry—addressing nutrition, diversity, and ecological challenges.

Products Covered:

Toothpaste & Oral Gels

+357 96 030922
info@marketpublishers.com

Dental Chews

Dental Sprays & Rinses

Dental Wipes

Dental Toys

Animal Types Covered:

Dogs

Cats

Other Pets

Distribution Channels Covered:

Veterinary Clinics & Hospitals

Pet Specialty Stores

Online Retail

Supermarkets & Hypermarkets

Regions Covered:

North America

US

Canada

Mexico

+357 96 030922
info@marketpublishers.com

- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific
  - Japan
  - China
  - India
  - Australia
  - New Zealand
  - South Korea
  - Rest of Asia Pacific
- South America
  - Argentina
  - Brazil
  - Chile
  - Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

+357 96 030922
info@marketpublishers.com

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

+357 96 030922
info@marketpublishers.com

Contents

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Pet Dental Care Products Market Forecasts to 2032 – Global Analysis By Product (Toothpaste & Oral Gels, Dental Chews, Dental Sprays & Rinses, Dental Wipes and Dental Toys), Animal Type, Distribution Channel and By Geography

Product link: https://marketpublishers.com/r/P517456C25B3EN.html

Price: US$ 4,150.00 (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/P517456C25B3EN.html