

Pet Dental Care Market Forecasts to 2034 – Global Analysis By Product Type (Dental Chews, Toothpaste & Toothbrushes, Oral Sprays & Gels, Dental Treats, Water Additives and Other Product Types), Animal Type, Form, Distribution Channel, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Pet Dental Care Market is accounted for \$2.5 billion in 2026 and is expected to reach \$6.5 billion by 2034 growing at a CAGR of 12.5% during the forecast period. Pet Dental Care includes products and services designed to maintain oral hygiene and prevent dental diseases in pets. These include dental chews, toothbrushes, toothpaste, oral sprays, and professional veterinary dental services. Proper dental care helps prevent plaque buildup, gum disease, and other health complications. Increasing awareness of pet health and hygiene is driving demand for preventive dental solutions. The market benefits from the humanization of pets and the growing emphasis on overall pet wellness, encouraging regular oral care as part of routine pet healthcare.

Market Dynamics:

Driver:

Rising spending on pet grooming products

Pet owners are increasingly investing in grooming and hygiene solutions, which include dental care products. Growing awareness of oral health's impact on overall pet wellness is reinforcing demand. Retailers are expanding assortments of dental chews,

toothpaste, and mouth sprays to meet consumer preferences. Veterinary professionals are recommending dental care as part of routine grooming, strengthening adoption. Rising disposable incomes are enabling owners to purchase premium grooming and dental products. As grooming becomes a lifestyle priority, dental care is expected to remain a key growth driver in the pet healthcare sector.

Restraint:

Rising spending on pet grooming products

Many owners prioritize external grooming such as fur and skin treatments over oral health. This imbalance reduces the share of spending allocated to dental products. Smaller firms struggle to compete with established grooming brands that dominate consumer attention. Marketing challenges arise in convincing owners of the importance of dental care compared to visible grooming results. Limited awareness of long-term oral health risks further slows adoption. As grooming expenditures rise disproportionately, dental care products face challenges in capturing consistent demand.

Opportunity:

Growth in dental chews and treats

Rising demand for functional treats is driving innovation in formulations that reduce plaque and improve gum health. Governments and veterinary associations are supporting preventive care initiatives, reinforcing adoption of dental chews. Partnerships between pet food companies and dental care brands are expanding product visibility. Retailers are promoting dental treats as part of everyday pet diets, strengthening market penetration. As preventive care becomes mainstream, dental chews and treats are expected to capture a growing share of the pet dental care market.

Threat:

Lack of veterinary dental standardization

Guidelines for pet oral health vary across regions, creating inconsistencies in treatment and product recommendations. Veterinary professionals often differ in their approach to preventive dental care, confusing consumers. Regulatory frameworks for dental products remain fragmented, slowing global adoption. Smaller firms struggle to meet

varying compliance requirements compared to established players. Limited awareness among veterinarians about new dental innovations further restricts growth. Without standardized practices, the credibility and expansion of pet dental care solutions may remain constrained.

Covid-19 Impact:

The Covid-19 pandemic had mixed effects on the pet dental care market. Supply chain disruptions initially slowed production and distribution of dental products. However, rising pet adoption during lockdowns boosted demand for healthcare and grooming solutions. Owners sought preventive care to ensure pet safety, reinforcing demand for dental chews and hygiene products. E-commerce platforms became vital channels for distribution, accelerating digital adoption. Veterinary clinics emphasized preventive care during the recovery phase, aligning with long-term health goals. Overall, Covid-19 reshaped consumer behavior while reinforcing the importance of resilience and adaptability in the pet dental care sector.

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 as these products are widely accepted by pet owners. Chews provide dual benefits of oral hygiene and entertainment, making them convenient for daily use. Continuous innovation in flavors and formulations is strengthening adoption. Veterinary professionals are increasingly recommending dental chews as part of preventive care routines. Retailers are expanding assortments to meet consistent demand for these products. Governments and NGOs are promoting awareness of oral health, reinforcing adoption. With their critical role in preventive healthcare, dental chews are set to remain the dominant category in the market.

The preventive care segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the preventive care segment is predicted to witness the highest growth rate due to rising demand for long-term oral health solutions. Preventive care includes toothpaste, mouth sprays, and supplements designed to reduce dental disease. Governments are supporting preventive programs to improve pet health outcomes. Partnerships between dental care brands and veterinary clinics are driving innovation and visibility. Digital platforms are reinforcing awareness of preventive care benefits among pet owners. Rising disposable incomes are enabling investment in

premium preventive solutions. As preventive healthcare becomes a priority, this segment is expected to expand rapidly, reshaping the pet dental care market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to strong consumer demand and advanced veterinary infrastructure. The U.S. leads in pet healthcare innovation, with a wide range of dental care products available. Government-backed animal health programs ensure steady demand for preventive and therapeutic solutions. Established brands and retailers are driving commercialization of pet dental care products. Rising demand for premium and organic variants is reshaping product portfolios. Investor confidence in sustainability-focused projects is further strengthening adoption.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rapid urbanization and rising disposable incomes. Countries such as China, India, and Japan are witnessing strong demand for pet healthcare and dental products. Government-backed initiatives promoting animal health and welfare are boosting adoption. Local startups are entering the market with cost-effective and innovative solutions tailored to regional needs. Expansion of e-commerce and modern veterinary services is further supporting growth. Rising awareness of preventive healthcare is reshaping consumer preferences in emerging economies.

Key players in the market

Some of the key players in Pet Dental Care Market include Mars Petcare Inc., Nestlé, Purina PetCare, Colgate-Palmolive Company, Hill's Pet Nutrition, Inc., Virbac S.A., TropiClean Pet Products, Dechra Pharmaceuticals PLC, Vetoquinol S.A., ImRex Inc., Petzlife Products, Inc., Sentry Pet Care, Arm & Hammer, Nylabone Products and Beaphar B.V.

Key Developments:

In February 2026, Mars Petcare partnered with epiq Animal Health, allowing the distributor to offer GREENIES dental treats and Pill Pockets to the broader animal health industry, moving beyond a previously exclusive arrangement. This aims to drive growth in the veterinary channel.

In March 2023, Purina collaborated with PDX Biotech, a startup that won for its veterinary dental diagnostic product, OraStripdx. As part of the prize, PDX Biotech received \$25,000 in cash and participated in a business accelerator program with Purina executives, helping the startup advance its product for early detection of periodontal disease.

Product Types Covered:

Dental Chews

Toothpaste & Toothbrushes

Oral Sprays & Gels

Dental Treats

Water Additives

Other Product Types

Animal Types Covered:

Dogs

Cats

Horses

Birds

Other Companion Animals

Forms Covered:

Solid

Liquid

Gel

Powder

Other Forms

Distribution Channels Covered:

Pet Specialty Stores

Veterinary Clinics

Supermarkets & Hypermarkets

Online Retail

Other Distribution Channels

Applications Covered:

Plaque Control

Tartar Control

Breath Freshening

Gum Health

Preventive Care

Other Applications

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

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

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

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