

Pet Grooming Innovations Market Forecasts to 2032 – Global Analysis By Product (Grooming Tools & Accessories, Grooming Appliances, Dental & Hygiene Products), Pet Type, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Pet Grooming Innovations Market is accounted for \$7.2 billion in 2025 and is expected to reach \$12.6 billion by 2032 growing at a CAGR of 7.3% during the forecast period. Pet Grooming Innovations refer to the advanced techniques, tools, and products designed to enhance the grooming experience for pets while prioritizing their comfort, hygiene, and style. These innovations include smart grooming devices, eco-friendly shampoos, AI-powered grooming stations, mobile grooming services, and personalized care solutions tailored to specific breeds and skin types. Driven by rising pet ownership and humanization trends, the market emphasizes safety, convenience, and aesthetic appeal. Innovations also integrate technology for monitoring pet health during grooming, offering real-time insights to owners. Overall, Pet Grooming Innovations redefine traditional grooming by merging functionality with modern pet wellness and lifestyle demands.

Market Dynamics:

Driver:

Pet Humanization Trend

The growing pet humanization trend is a key driver of the Pet Grooming Innovations Market. As pets are increasingly treated as family members, owners seek premium grooming solutions that mirror human care standards. This shift fuels demand for smart

grooming devices, breed-specific treatments, and wellness-focused products. Enhanced emotional bonding and rising disposable incomes further encourage spending on pet comfort, hygiene, and aesthetics, making humanization a powerful catalyst for innovation and market expansion.

Restraint:

High Cost of Premium Products

Despite rising demand, the high cost of premium grooming products and technologies poses a significant restraint. Advanced tools like AI-powered grooming stations and eco-friendly formulations often come with elevated price tags, limiting accessibility for budget-conscious consumers. This cost barrier can hinder widespread adoption, especially in emerging markets. Manufacturers must balance innovation with affordability to ensure broader market penetration and sustained growth across diverse consumer segments.

Opportunity:

Technological Innovation

Technological innovation presents a major opportunity in the pet grooming space. Smart grooming devices, mobile grooming apps, and AI-enabled health monitoring systems are revolutionizing pet care. These advancements enhance convenience, safety, and personalization, catering to modern pet owners' expectations. Integration of IoT and data analytics allows real-time insights into pet health during grooming, fostering proactive care. As tech-savvy consumers embrace these solutions, innovation will continue to drive market differentiation and expansion.

Threat:

Capital-Intensive Setup

The capital-intensive nature of setting up advanced grooming facilities and services is a notable threat. High initial investments in smart equipment, mobile grooming units, and AI infrastructure can deter small businesses and startups. Additionally, ongoing maintenance and training costs add financial pressure. This limits market entry and scalability, especially in regions with lower economic flexibility. Addressing this challenge requires strategic partnerships, modular solutions, and cost-effective innovation to democratize access.

Covid-19 Impact:

The Covid-19 pandemic disrupted traditional pet grooming services due to lockdowns and social distancing norms. However, it accelerated the adoption of mobile grooming units, contactless services, and digital booking platforms. Consumers prioritized hygiene and safety, boosting demand for at-home grooming kits and health-monitoring tools. The crisis reshaped consumer behavior, emphasizing convenience and wellness, which continues to influence innovation and service delivery in the post-pandemic landscape.

The individual consumers segment is expected to be the largest during the forecast period

The individual consumers segment is expected to account for the largest market share during the forecast period due to rising pet ownership and personalized care preferences. Pet parents increasingly seek tailored grooming solutions that align with their pets' breed, skin type, and lifestyle. The convenience of mobile grooming services and smart devices appeals to busy households. As emotional investment in pets grows, individual consumers drive demand for high-quality, tech-integrated grooming experiences, making them the largest and most influential market segment.

The grooming appliances segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the grooming appliances segment is predicted to witness the highest growth rate due to innovations in smart grooming tools—such as automated brushes, dryers, and trimming devices—is transforming pet care routines. These appliances offer efficiency, safety, and comfort, appealing to tech-savvy consumers. Enhanced features like temperature control, noise reduction, and breed-specific settings contribute to their popularity. As pet owners seek professional-grade results at home, grooming appliances emerge as a high-growth category.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to increasing pet adoption, urbanization, and rising disposable incomes. Countries like China, Japan, and India are witnessing a surge in pet humanization, driving demand for innovative grooming solutions. The region's expanding middle class and growing awareness of pet wellness further fuel market growth. Local startups and

international brands are investing in tailored products and services, solidifying 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 technological adoption and strong consumer spending. The region's mature pet care industry embraces smart grooming devices, AI-powered stations, and mobile services. High pet ownership rates and a culture of premium care contribute to rapid innovation uptake. Regulatory support and a thriving ecosystem of pet startups also bolster growth, positioning North America as a hub for grooming innovation.

Key players in the market

Some of the key players in Pet Grooming Innovations Market include Spectrum Brands Holdings, Inc., Coastal Pet Products Inc., Central Garden & Pet Company, Bio-Groom, PetEdge, The Hartz Mountain Corporation, Wahl Clipper Corporation, Nestlé Purina PetCare, Ancol Pet Products Limited, Pets at Home Group Plc, Beaphar, Petco Health and Wellness Company, Inc., Ferplast S.p.A., Earthbath, TropiClean Pet Products.

Key Developments:

In June 2025, Nestlé Purina PetCare has partnered with Berry Global to introduce recyclable cat treat canisters made entirely from mechanically recycled polyethylene terephthalate (PET), excluding the lid and label. This initiative aims to eliminate over 500 metric tons of virgin plastic annually and reduce CO₂ emissions by approximately 694 metric tons per year.

In March 2025, Petco has launched its inaugural national trade-in and recycling event for dog collars, leashes, and harnesses, running from March 15 to March 29, 2025. In partnership with TerraCycle, Petco offers customers 40% off a new full-priced item when they bring in their old pet gear for responsible recycling.

Products Covered:

Grooming Tools & Accessories

Grooming Appliances

Dental & Hygiene Products

Pet Types Covered:

Dogs

Cats

Small Mammals

Birds

Other Pets

Distribution Channels Covered:

Offline

Online

End Users Covered:

Individual Consumers

Professional Grooming Services

Veterinary Clinics & Hospitals

Regions Covered:

North America

US

Canada

Mexico

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

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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