

# **Pet Grooming and At-Home Grooming Tools Market Forecasts to 2034 – Global Analysis By Grooming Appliances (Electric Clippers & Trimmers, Hair Dryers & Blowers and Nail Grinders), Manual Grooming Tools, Hygiene & Cleaning Products, Specialty Grooming Solutions, At-Home Grooming Kits and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Pet Grooming and At-Home Grooming Tools Market is accounted for \$16.4 billion in 2026 and is expected to reach \$28.6 billion by 2034 growing at a CAGR of 7.2% during the forecast period. Pet grooming and home-based grooming equipment play a vital role in ensuring pets stay clean, healthy, and comfortable. Many pet owners now choose practical tools like combs, nail cutters, conditioners, and grooming machines to handle care routines independently. Such products assist in minimizing hair loss, avoiding skin issues, and improving pets' looks while reducing reliance on professional services. Growing awareness of pet care and increasing emotional bonding are fueling market growth. Furthermore, advancements including easy-to-handle designs and versatile tools enhance usability, encouraging more individuals to adopt efficient and cost-effective grooming practices within the comfort of their homes.

According to the American Pet Products Association (APPA), U.S. pet industry expenditures reached \$147 billion in 2023 and rose to \$151.9 billion in 2024.

Market Dynamics:

Driver:

## Rising pet humanization

The increasing perception of pets as integral family members is significantly fueling the growth of the pet grooming and at-home grooming tools market. Owners are prioritizing their pets' cleanliness, comfort, and aesthetics by purchasing advanced grooming products. This emotional connection drives consistent home grooming practices and increases the adoption of items like combs, shampoos, and trimming devices. Furthermore, there is a growing willingness to invest in reliable and safe solutions that enhance pet welfare. This evolving mindset, where pets are viewed as companions rather than just animals, continues to support market expansion across various global regions.

## Restraint:

### Lack of professional expertise among pet owners

One major limitation in the pet grooming tools market is the insufficient knowledge and skills of pet owners regarding proper grooming practices. Without adequate training, users may struggle to achieve desired outcomes or may unintentionally harm their pets through incorrect handling, causing discomfort or minor injuries. This uncertainty reduces confidence in home grooming and often leads owners to rely on professional groomers. Furthermore, improper grooming can affect pets' health and cleanliness. Consequently, the absence of expertise among consumers acts as a barrier to the broader acceptance and consistent use of at-home grooming products.

## Opportunity:

### Innovation in smart and multifunctional grooming tools

Advances in technology are creating promising opportunities by enabling the introduction of intelligent and versatile grooming tools. Features such as quiet performance, customizable controls, wireless functionality, and enhanced safety are making these products more appealing. These improvements simplify grooming processes while ensuring pets remain comfortable. Tools that offer multiple functions in a single device provide added convenience and cost efficiency for users. As consumer interest in modern solutions grows, manufacturers can invest in innovation to develop unique offerings. This focus on advanced product design is likely to expand the market and increase adoption rates.

### Threat:

#### Intense market competition

The high level of rivalry among existing and emerging companies represents a major challenge for the grooming tools market. With many brands offering comparable products, businesses often engage in aggressive pricing strategies, impacting overall profitability. Continuous innovation and promotional efforts are required to stay competitive, increasing operational costs. Moreover, consumers have numerous choices, making brand loyalty harder to establish. Smaller firms, in particular, may struggle to compete with well-established players. This competitive pressure can limit growth opportunities and create difficulties in maintaining a stable position in the evolving market landscape.

### Covid-19 Impact:

The pandemic period brought both positive and negative effects to the pet grooming and home grooming tools market. Restrictions and temporary shutdowns of professional grooming services encouraged pet owners to groom their pets at home, increasing demand for grooming equipment such as trimmers and cleaning products. A rise in pet ownership during this time also contributed to market expansion. On the downside, disruptions in global supply chains and production processes led to limited product availability. Overall, COVID-19 accelerated the shift toward self-grooming trends, supporting long-term market growth while presenting short-term challenges in supply and operations.

The electric clippers & trimmers segment is expected to be the largest during the forecast period

The electric clippers & trimmers segment is expected to account for the largest market share during the forecast period as they are fundamental for effective coat care and hygiene maintenance. Pet owners rely on these devices for cutting, shaping, and managing fur across different breeds, making them indispensable in grooming practices. Their ease of use, time-saving nature, and ability to provide salon-like outcomes at home contribute to their strong demand. Technological improvements, including quieter performance, wireless functionality, and enhanced safety, have increased their appeal. Consequently, these tools continue to be the most widely adopted grooming solutions among consumers worldwide.

The nail clippers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the nail clippers segment is predicted to witness the highest growth rate, driven by increasing awareness of pet care and hygiene. Proper nail maintenance helps prevent pain, infections, and movement problems, prompting pet owners to regularly trim nails at home. Improved product designs with added safety and ease of use have made these tools more accessible to consumers. Furthermore, the trend toward convenient and self-managed grooming routines is boosting their popularity. As a result, the demand for nail clippers continues to rise rapidly, contributing to their strong growth trajectory worldwide.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, primarily driven by a large pet population and significant expenditure on pet-related products. The region benefits from a mature pet care ecosystem, including strong distribution channels and easy access to grooming tools. A growing tendency to treat pets as family members encourages higher spending on their maintenance and well-being. Furthermore, ongoing innovation and the presence of key industry participants support market expansion. High awareness of pet hygiene and the convenience of home grooming practices continue to reinforce North America's leading share in the global market.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by a surge in pet adoption and urban development. Rising income levels and evolving consumer lifestyles are motivating pet owners to spend more on grooming solutions. Awareness regarding proper pet care and hygiene is steadily increasing, boosting demand for at-home grooming tools. The expansion of online retail channels has made these products more accessible to a wider audience. Furthermore, the adoption of global pet care trends and growth of regional manufacturers are contributing to the region's rapid market expansion.

Key players in the market

Some of the key players in Pet Grooming and At-Home Grooming Tools Market include

PetSmart, Chewy, Hartz Mountain Corporation, Rolf C. Hagen, Wahl Clipper Corporation, Andis Company, Oster, Furminator, JW Pet Company, Safari, Petsafe, Rosewood Pet Products, Bob Martin, Nature's Specialties, Conair Pet, Petmate, Bissell and Groomer's Choice.

#### Key Developments:

In April 2026, Chewy, Inc. announced it has entered into a definitive agreement to acquire Modern Animal, Inc., a technology-forward veterinary platform with 29 owned clinics, 24/7 virtual care, and a high-retention membership model. This acquisition represents an important strategic step in Chewy's evolution into a fully integrated pet healthcare ecosystem, combining care, commerce and services across the pet lifecycle.

In July 2025, PetSmart is expanding its premium pet nutrition offerings through an exclusive partnership with General Mills to launch Edgard & Cooper, one of Europe's fastest growing premium pet food brands. This partnership further positions PetSmart to meet the growing demand for premium, real-ingredient, functional nutrition options at a time when many pet parents are more mindful than ever about what they feed their pets.

#### Grooming Appliances Covered:

Electric Clippers & Trimmers

Hair Dryers & Blowers

Nail Grinders

#### Manual Grooming Tools Covered:

Brushes & Combs

Scissors & Shears

Nail Clippers

#### Hygiene & Cleaning Products Covered:

Towels

Wipes

Specialty Grooming Solutions Covered:

Flea & Tick Removal Tools

Dematting Tools

At-Home Grooming Kits Covered:

All-in-One Grooming Sets

Starter Kits for New Pet Owners

Travel Grooming Kits

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

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

### **2 RESEARCH FRAMEWORK**

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
  - 2.4.1 Data Collection (Primary and Secondary)
  - 2.4.2 Data Modeling and Estimation Techniques
  - 2.4.3 Data Validation and Triangulation
  - 2.4.4 Analytical and Forecasting Approach

### **3 MARKET DYNAMICS AND TREND ANALYSIS**

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

### **4 COMPETITIVE AND STRATEGIC ASSESSMENT**

- 4.1 Porter's Five Forces Analysis
  - 4.1.1 Supplier Bargaining Power
  - 4.1.2 Buyer Bargaining Power
  - 4.1.3 Threat of Substitutes
  - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

## **5 GLOBAL PET GROOMING AND AT HOME GROOMING TOOLS MARKET, BY GROOMING APPLIANCES**

- 5.1 Electric Clippers & Trimmers
- 5.2 Hair Dryers & Blowers
- 5.3 Nail Grinders

## **6 GLOBAL PET GROOMING AND AT HOME GROOMING TOOLS MARKET, BY MANUAL GROOMING TOOLS**

- 6.1 Brushes & Combs
- 6.2 Scissors & Shears
- 6.3 Nail Clippers

## **7 GLOBAL PET GROOMING AND AT HOME GROOMING TOOLS MARKET, BY HYGIENE & CLEANING PRODUCTS**

- 7.1 Towels
- 7.2 Wipes

## **8 GLOBAL PET GROOMING AND AT HOME GROOMING TOOLS MARKET, BY SPECIALTY GROOMING SOLUTIONS**

- 8.1 Flea & Tick Removal Tools
- 8.2 Dematting Tools

## **9 GLOBAL PET GROOMING AND AT HOME GROOMING TOOLS MARKET, BY AT HOME GROOMING KITS**

- 9.1 All-in-One Grooming Sets
- 9.2 Starter Kits for New Pet Owners
- 9.3 Travel Grooming Kits

## **10 GLOBAL PET GROOMING AND AT HOME GROOMING TOOLS MARKET, BY GEOGRAPHY**

## 10.1 North America

10.1.1 United States

10.1.2 Canada

10.1.3 Mexico

## 10.2 Europe

10.2.1 United Kingdom

10.2.2 Germany

10.2.3 France

10.2.4 Italy

10.2.5 Spain

10.2.6 Netherlands

10.2.7 Belgium

10.2.8 Sweden

10.2.9 Switzerland

10.2.10 Poland

10.2.11 Rest of Europe

## 10.3 Asia Pacific

10.3.1 China

10.3.2 Japan

10.3.3 India

10.3.4 South Korea

10.3.5 Australia

10.3.6 Indonesia

10.3.7 Thailand

10.3.8 Malaysia

10.3.9 Singapore

10.3.10 Vietnam

10.3.11 Rest of Asia Pacific

## 10.4 South America

10.4.1 Brazil

10.4.2 Argentina

10.4.3 Colombia

10.4.4 Chile

10.4.5 Peru

10.4.6 Rest of South America

## 10.5 Rest of the World (RoW)

10.5.1 Middle East

10.5.1.1 Saudi Arabia

- 10.5.1.2 United Arab Emirates
- 10.5.1.3 Qatar
- 10.5.1.4 Israel
- 10.5.1.5 Rest of Middle East
- 10.5.2 Africa
  - 10.5.2.1 South Africa
  - 10.5.2.2 Egypt
  - 10.5.2.3 Morocco
  - 10.5.2.4 Rest of Africa

## **11 STRATEGIC MARKET INTELLIGENCE**

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

## **12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES**

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

## **13 COMPANY PROFILES**

- 13.1 PetSmart
- 13.2 Chewy
- 13.3 Hartz Mountain Corporation
- 13.4 Rolf C. Hagen
- 13.5 Wahl Clipper Corporation
- 13.6 Andis Company
- 13.7 Oster
- 13.8 Furminator
- 13.9 JW Pet Company
- 13.10 Safari
- 13.11 Petsafe
- 13.12 Rosewood Pet Products

- 13.13 Bob Martin
- 13.14 Nature's Specialties
- 13.15 Conair Pet
- 13.16 Petmate
- 13.17 Bissell
- 13.18 Groomer's Choice

## List Of Tables

### LIST OF TABLES

Table 1 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Grooming Appliances (2023-2034) (\$MN)

Table 3 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Electric Clippers & Trimmers (2023-2034) (\$MN)

Table 4 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Hair Dryers & Blowers (2023-2034) (\$MN)

Table 5 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Nail Grinders (2023-2034) (\$MN)

Table 6 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Manual Grooming Tools (2023-2034) (\$MN)

Table 7 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Brushes & Combs (2023-2034) (\$MN)

Table 8 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Scissors & Shears (2023-2034) (\$MN)

Table 9 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Nail Clippers (2023-2034) (\$MN)

Table 10 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Hygiene & Cleaning Products (2023-2034) (\$MN)

Table 11 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Towels (2023-2034) (\$MN)

Table 12 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Wipes (2023-2034) (\$MN)

Table 13 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Specialty Grooming Solutions (2023-2034) (\$MN)

Table 14 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Flea & Tick Removal Tools (2023-2034) (\$MN)

Table 15 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Dematting Tools (2023-2034) (\$MN)

Table 16 Global Pet Grooming and At Home Grooming Tools Market Outlook, By At Home Grooming Kits (2023-2034) (\$MN)

Table 17 Global Pet Grooming and At Home Grooming Tools Market Outlook, By All-in-One Grooming Sets (2023-2034) (\$MN)

Table 18 Global Pet Grooming and At Home Grooming Tools Market Outlook, By

Starter Kits for New Pet Owners (2023-2034) (\$MN)

Table 19 Global Pet Grooming and At Home Grooming Tools Market Outlook, By Travel Grooming Kits (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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