

Pet Grooming Products Market Forecasts to 2034 – Global Analysis By Product Type (Shampoos & Conditioners, Grooming Wipes, Coat Care Products, Skin Care Products, Dental Grooming Products, Ear Care Products, Eye Care Products, Nail Care Products, Grooming Brushes & Combs, Clippers & Trimmers, and Grooming Accessories), Pet Type, Coat Type, Ingredient Type, Distribution Channel, End User, and By Geography

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Abstracts

According to Statistics MRC, the Global Pet Grooming Products Market is accounted for \$16.6 billion in 2026 and is expected to reach \$28.7 billion by 2034 growing at a CAGR of 7.1% during the forecast period. Pet grooming products encompass a wide range of shampoos, conditioners, brushes, combs, clippers, trimmers, nail care tools, ear care products, dental care products, and finishing products designed to maintain the health, hygiene, and appearance of companion animals. These products are formulated to address different coat types including short, medium, long, curly, wire, and hairless coats, with ingredient variations including natural, organic, synthetic, hypoallergenic, and medicated formulations. The market serves pet owners, professional groomers, veterinary practices, and pet care facilities across retail and e-commerce channels. Growing pet ownership, increasing humanization of pets, rising demand for premium grooming products, and expanding pet care awareness are key drivers of market expansion across all regions.

Market Dynamics:

Driver:**Increasing pet ownership and humanization of pets**

The rising global pet population and the growing trend of treating pets as family members are primary drivers for the pet grooming products market. Pet owners are increasingly investing in premium grooming products and professional grooming services to maintain their pets' health, hygiene, and appearance. The humanization of pets has led to greater expectations for personal care products that mirror human grooming standards. As pet ownership increases across developed and developing regions and pet owners seek to provide the best possible care, demand for grooming products continues growing, supporting sustained market expansion across all product categories.

Restraint:**High cost of premium grooming products**

The significant costs associated with premium pet grooming products and limited consumer budgets in some segments represent a major restraint for the market. High-quality shampoos, conditioners, and professional-grade grooming tools require substantial investment. Smaller retailers and professional groomers may limit product selection to maintain affordability. Price sensitivity in developing regions affects premium product adoption. Consumers may choose lower-cost alternatives for routine grooming needs. These cost barriers may limit premium product penetration, particularly among price-sensitive consumers and in regions with lower disposable incomes.

Opportunity:**Growing demand for natural and organic grooming products**

The increasing consumer preference for natural, organic, and environmentally friendly products presents significant opportunities for pet grooming products market expansion. Pet owners are seeking products free from harsh chemicals, artificial fragrances, and synthetic ingredients that may irritate sensitive skin or cause adverse reactions. Natural and organic grooming products with plant-based ingredients and eco-friendly formulations are gaining popularity. Growing awareness of sustainability and environmental impact supports demand for eco-friendly packaging and formulations. As consumer preference for natural products grows, premium natural and organic

grooming products capture growing market share.

Threat:

Competition from multipurpose and household products

Competition from multipurpose products and household alternatives poses significant threats to specialized pet grooming products. Some pet owners may use human grooming products or household cleaning products for pet care, reducing demand for specialized pet grooming items. The perception that pet-specific products are unnecessary or overpriced may affect purchasing decisions. Multipurpose pet care products including all-in-one shampoos and conditioners may reduce demand for specialized formulations. This competition may limit market growth in certain product categories where differentiation is less apparent to consumers.

Covid-19 Impact:

The COVID-19 pandemic had a significant impact on the pet grooming products market. Pet adoption surged during lockdowns, expanding the pet population and creating new grooming product customers. Professional grooming services faced restrictions, increasing at-home grooming product demand. E-commerce sales of grooming products increased dramatically as consumers shifted to online purchasing. Pet owners spent more time with their pets, increasing awareness of grooming needs. Post-pandemic, elevated pet ownership levels and continued interest in pet care have sustained increased demand for grooming products, with the market experiencing strong growth across retail channels.

The Long Coat segment is expected to be the largest during the forecast period

The Long Coat segment is expected to account for the largest market share during the forecast period, driven by the extensive grooming requirements of long-haired breeds including Shih Tzus, Maltese, Afghan Hounds, and Collies. Long coat breeds require regular brushing, combing, detangling, and professional grooming to prevent matting, tangles, and skin issues. The segment benefits from higher grooming frequency and product usage compared to shorter coat types, including specialized detangling products, conditioning treatments, and finishing sprays. Pet owners of long-coated breeds tend to invest more in grooming products and professional services. With high grooming intensity and product consumption, long coat maintains the largest segment share throughout the forecast period.

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

Over the forecast period, the Hypoallergenic segment is predicted to witness the highest growth rate, fueled by increasing awareness of pet allergies, growing demand for gentle products for sensitive skin, and rising prevalence of skin conditions in pets.

Hypoallergenic grooming products are formulated with gentle ingredients that minimize allergic reactions in both pets and pet owners. The segment benefits from growing consumer awareness of skin sensitivities and demand for products that reduce irritation. Veterinary recommendations for hypoallergenic products in managing skin conditions support adoption. As pet owners increasingly seek products that address sensitive skin concerns, hypoallergenic grooming products deliver the fastest ingredient type segment growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by high pet ownership rates, strong spending on pet grooming products, and established retail and e-commerce infrastructure. The United States leads regional market growth with substantial consumer investment in pet care products. High awareness of grooming product benefits and preferences for premium natural and organic products drive demand. Strong presence of pet specialty retailers and grooming product brands supports market accessibility. Established e-commerce platforms provide convenient purchasing options. With high pet spending and established retail infrastructure, North America maintains its dominant market position.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by rising pet ownership, increasing disposable incomes, and growing awareness of pet grooming across countries including China, India, Australia, and Southeast Asia. The region's rapidly growing pet population and expanding middle class create substantial demand for grooming products. Modernization of pet care practices and increasing awareness of grooming benefits support adoption. Expanding retail infrastructure and e-commerce platforms increase product accessibility. Growing influence of Western pet care trends in urban centers drives demand for premium grooming products. As pet care awareness grows, Asia Pacific delivers the fastest pet grooming products market growth globally.

Key players in the market

Some of the key players in Pet Grooming Products Market include Mars, Incorporated, Spectrum Brands Holdings, Inc., Central Garden & Pet Company, Wahl Clipper Corporation, Andis Company, Hartz Mountain Corporation, Beaphar B.V., Earthbath, TropiClean Pet Products, Petkin, Inc., SynergyLabs, Burt's Bees for Pets, Resco Pet Products, Coastal Pet Products, Inc., and Chris Christensen Systems.

Key Developments:

In July 2026, Central Garden & Pet agreed to acquire a majority stake in European pet supply leader TRIXIE Heimtierbedarf GmbH & Co. KG, extending its global pet grooming and accessories presence across European retail networks.

In April 2026, Wahl Pro Animal introduced the Motiva2™, a next-generation professional animal clipper featuring enhanced ergonomic housing, an adjustable 5-in-1 blade system, real-time digital maintenance indicators, and up to three hours of cordless runtime.

In February 2025, Chris Christensen unveiled the Big A Slicker Brush, extending its Big Series grooming tool line with wide pin spacing and an ergonomic handle design intended for competitive dog show grooming and long coat management.

Product Types Covered:

Shampoos and Conditioners

Grooming Wipes

Coat Care Products

Skin Care Products

Dental Grooming Products

Ear Care Products

Eye Care Products

Nail Care Products

Grooming Brushes and Combs

Clippers and Trimmers

Grooming Accessories

Pet Types Covered:

Dogs

Cats

Birds

Small Mammals

Horses

Other Pets

Coat Types Covered:

Short Coat

Medium Coat

Long Coat

Curly Coat

Wire Coat

Hairless

Ingredient Types Covered:

Natural

Organic

Synthetic

Hypoallergenic

Medicated

Distribution Channels Covered:

Supermarkets and Hypermarkets

Pet Specialty Stores

Veterinary Clinics

Pharmacies

Online Retail

Other Retail Channels

End Users Covered:

Household Pet Owners

Professional Grooming Salons

Veterinary Hospitals and Clinics

Pet Boarding and Daycare Centers

Animal Shelters and Rescue Centers

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

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