

Pet Oral Care Products Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Mouthwash/Rinse, Toothpaste, Toothbrush, Dental Chews, Others) By Animal (Dogs, Cats, Horses, Others) By Distribution Channel (Online, Supermarket/Hypermarket, Departmental Store, Others) By End User (Residential, Veterinary Hospitals, Private Clinics, Others) By Region & Competition, 2021-2031F

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Abstracts

The Global Pet Oral Care Products Market is projected to expand from USD 2.48 Billion in 2025 to USD 3.78 Billion by 2031, reflecting a compound annual growth rate of 7.28%. This sector encompasses a wide variety of veterinary and consumer items, such as enzymatic toothpastes, toothbrushes, functional dental chews, water additives, and oral sprays aimed at reducing plaque, tartar, and periodontal disease in companion animals. The primary impetus for this market is the trend of pet humanization, which motivates owners to prioritize preventative healthcare and adopt sophisticated hygiene routines similar to human standards. Additionally, the continuous growth of the global pet owner base serves as a cornerstone for sustained demand; for instance, UK Pet Food reported in 2024 that the United Kingdom's pet population hit 36 million, highlighting the expanding consumer group dedicated to animal health and wellness.

Despite these positive growth signals, the market encounters a major hurdle related to the difficulty of administering products and the consequent low compliance among owners. Many pets resist manual brushing or direct oral treatments, causing owners to frequently give up on daily hygiene practices or resort to passive, often less effective

edible options. This operational difficulty obstructs the broad acceptance of thorough dental care solutions and restricts revenue opportunities within the manual cleaning sector.

Market Driver

The widespread occurrence of periodontal diseases in companion animals serves as the main clinical driver for market expansion, fundamentally changing how owners view veterinary care. Periodontal disease is increasingly acknowledged as a systemic health threat capable of causing heart, kidney, and liver issues rather than just a localized problem, prompting a transition from reactive treatments to consistent preventative routines. This urgency is highlighted by recent industry statistics; according to Tartar Shield's 'National Pet Dental Health Month 2025' article from February 2025, over 80% of pets are expected to develop some form of dental disease by age three. This high incidence fuels the demand for effective home-care solutions, boosting the consumption of specialized toothpastes, functional water additives, and enzymatic chews meant to control plaque before surgery becomes necessary.

Simultaneously, the accelerating trend of pet humanization is altering purchasing habits, making oral hygiene a standard element of animal wellness rather than an optional luxury. Owners increasingly regard their pets as family members, resulting in a significant rise in disposable income spent on premium healthcare and preventative items. According to the '2025 State of the Industry Report' by the American Pet Products Association (APPA) in March 2025, total U.S. pet industry spending reached \$152 billion in 2024, demonstrating this strong emotional commitment to animal well-being. This favorable spending climate supports manufacturers' financial results; for example, Virbac reported annual revenue of \$1,397.5 million in their '2024 Annual Results' released in March 2025, specifically noting a continued strong sales momentum for their dental care products in North America.

Market Challenge

The primary operational obstacle hindering the Global Pet Oral Care Products Market is the difficulty associated with administering products, which directly leads to low owner compliance. Although pet owners show an increasing willingness to manage their animals' dental health, the physical challenge of manually brushing a resistant pet's teeth often compels them to give up on daily hygiene routines. This behavioral resistance creates a substantial barrier to revenue growth, particularly for high-efficacy manual cleaning tools like enzymatic pastes and toothbrushes. When consumers fail to

maintain a routine, the market loses the recurring revenue linked to daily use, necessitating a shift toward passive alternatives that may not generate the same consistent demand or price points.

The disparity between consumer intention and actual practice is significant. According to the American Animal Hospital Association, in 2024, fewer than 10 percent of pet owners succeeded in brushing their dog or cat's teeth on a daily basis. This low adoption rate suggests that the most effective portion of the oral care market remains out of reach for the vast majority of consumers. As long as the principal method of prevention remains operationally challenging for owners, market expansion will be limited by the inability to transform health awareness into a sustained, daily purchasing habit.

Market Trends

The emergence of powdered dental supplements and food toppers is rapidly gaining popularity as owners look for effective, passive alternatives to the difficulties of manual brushing. This trend mitigates high rates of non-compliance with daily hygiene regimens by providing palatable, frequently natural formulations that can be easily added to food for systemic plaque and tartar control. The commercial success of these user-friendly solutions is reflected in recent financial results; according to Swedencare's 'Year End Report 2024' from February 2025, sales of the company's dental portfolio, led by its flagship seaweed-based powder, increased by 54% in the fourth quarter. This growth highlights a significant shift toward stress-free, additive-based oral care that integrates smoothly into existing feeding routines.

At the same time, there is a growing emphasis on clinically proven and VOHC-accepted products, spurred by educated consumers who prioritize validated efficacy over generic wellness claims. As owners gain awareness of the systemic health risks linked to periodontal disease, they are increasingly choosing veterinary-grade solutions and premium brands that offer scientific evidence and proven plaque reduction. This preference for quality is altering market dynamics; according to Virbac's '2024 Annual Results' in March 2025, the company reported a 10.2% revenue increase in North America, explicitly attributed to the sustained sales momentum of their specialty and dental care products. This data underscores the rising commercial viability of high-efficacy, science-based formulations in a sector previously dominated by general treats.

Key Market Players

AllAccem Inc.

Colgate-Palmolive Company

Ceva Animal Health, LLC

Dechra Pharmaceuticals Plc

Imrex Inc.

Virbac S.A.

Nestle S.A.

Healthy Mouth LLC

Vetoquinol S.A.

Ceva Sante Animale S.A.

Report Scope

In this report, the Global Pet Oral Care Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Pet Oral Care Products Market, By Product Type

Mouthwash/Rinse

Toothpaste

Toothbrush

Dental Chews

Others

Pet Oral Care Products Market, By Animal

Dogs

Cats

Horses

Others

Pet Oral Care Products Market, By Distribution Channel

Online

Supermarket/hypermarket

Departmental Store

Others

Pet Oral Care Products Market, By End User

Residential

Veterinary Hospitals

Private Clinics

Others

Pet Oral Care Products Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Pet Oral Care Products Market.

Available Customizations:

Global Pet Oral Care Products Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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