

Brazil Pet Grooming Products Market By Pet Type (Dogs, Cats, Horses, Others ((Bird, Reptiles, Small Mammals, etc.)), By Product Type (Shampoo & Conditioners, Comb & Brushes, Clippers & Scissors, and Others (Pet Wet Sheet Gloves, Wipes, Hair Dryers, etc.)), By Distribution Channel (Supermarket/Hypermarket, Groomers Mall, Online, and Others (Retail & Pharmacy), By Region, Competition Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/BA4338C8148BEN.html>

Date: May 2023

Pages: 76

Price: US\$ 4,400.00 (Single User License)

ID: BA4338C8148BEN

Abstracts

The Brazil pet grooming products market is anticipated to register an impressive CAGR during the forecast period owing to the factors such as growing pet humanization, rising pet ownership, and increasing pet health consciousness among the owners.

Pet grooming includes bathing, combing, clipping, styling, trimming a pet's nails, etc. Dogs and other domestic animals' overall health and hygiene rely on good pet grooming. According to Abinpet (Brazilian Association of the Pet Products Industry), in 2021, there will be over 141,6 million pets in Brazil, of which 55.1 million are dogs and 24,7 million are cats. According to 'The Brazilian Institute of Geography and Statistics (IBGE),' around 75.4% of pet owners vaccinated their animals against rabies in the 12 months prior to the 2013 poll. In Brazil, rabies vaccinations of pets are a compulsion and are required every year.

Brazil has the most significant number of pet birds in the world. With approximately 191 million pet birds, it is far ahead of Italy, with the second-highest number of pet birds at only 13 million. Species of birds kept as pets vary widely, as Brazil is home to more than

1,840 known bird species.

The rising preference for pet grooming services and related products has significantly contributed to increasing prices and sales of pet grooming products, which now include distinctive products from high-end human brands.

E-commerce has also become more prevalent in Brazil due to its convenience and accessibility. In isolation from the pandemic, it increased by 48% compared to 2020 from its pre-pandemic share of 5.4% of product purchases. During COVID-19, pet owners purchased pet grooming products from e-commerce channels, which fueled the demand for the pet grooming market in the nation.

In Brazil's pet industry, there were more than 285,000 businesses in 2021. Pet stores, veterinary clinics, agro stores, and food retail make up six out of ten businesses. Breeders (37.8%) and over 180 officially recognized pet food industries (0.2%) make the rest. Therefore, the increasing number of businesses in the pet industry in the nation further fuels the pet grooming products market during the forecast period.

New Product Launches Fuel Market Growth

Brazilian manufacturers are focusing on making and offering innovative products for pets for the satisfaction of pet owners. For instance, in 2021, Unilever launched its brand for pet care products in Brazil called Cafune. The brand provides owners with a full selection of goods designed to maintain the well-being of their four-legged friends. The Cafun? line, which includes wipes, kitty litter, training pads for dogs, four different types of pet shampoo, two conditioners, wipes, and home cleaning and disinfectant products, is endorsed by veterinarians and bears the 'People for the Ethical Treatment of Animals (PETA)'-approved logo, indicating that the company does not perform animal experimentation. Similarly, launching new products from various companies fuels the growth of the pet grooming products market in Brazil.

Rising Pet Humanization Fuels the Market Growth

Due to the trend toward pet humanization, pet owners are more motivated to take any steps necessary to safeguard and prolong the lives of their animals. A natural manifestation of pet humanization is the 'pets as family' movement, in which pet owners treat their animals like children and are particularly open to products like those they use for themselves. With 76% of families keeping at least one pet, Brazil has the third-highest rate of pet ownership in the world. The trend toward pet humanization is

responsible for the increase in pet grooming product sales in the nation. However, people are not just spending more money on their pets but also actively looking for luxurious grooming products to make their pets look attractive. As a result, the Brazilian market for pet grooming products is seeing expansion and increased demand.

Organic Pet Grooming Products Aid the Market Growth

Pet owners want healthier and more organic options of products for their pets. As more individuals become aware of the detrimental effects of the chemicals and substances used in pet shampoos, conditioners, and other products, the market for organic and environmentally friendly pet grooming products is expanding. For Instance, in Brazil, Petpost offers paw wipes for dogs made with organic ingredients. Petpost actively finds ways to lessen its environmental impact by using only naturally derived ingredients and recyclable packaging, ensuring that both the earth and the dog will benefit from its products. These paw wipes are effective for dogs with allergies. The supercharger solution works wonders at removing grime and grit.

Market Segmentation

Brazil pet grooming products market is segmented into pet type, product type, distribution channel, region, and company. Based on pet type, the market is segmented into dogs, cats, horses, and others (birds, reptiles, small mammals, etc.). Based on product type, the market is segmented into shampoo & conditioners, comb & brushes, clippers & scissors, and others (pet wet sheet gloves, wipes, hair dryers, etc.). Based on distribution channel, the market is segmented into supermarkets/hypermarkets, groomers mall, online, and others (retail & pharmacy). Based on region, the market is segmented into North, Northeast, South, Central-West, and Southeast.

Market Players

Mendota Pet, PAWS CLUB LIMITED, Wahl Clipper Corporation, Petkin, Inc., Ferplast S.p.A., Arava Pet Spa Ltd, Fetch For Pets, LLC, Chalesco, Brasgroup are the major market players in Brazil pet grooming products market.

Report Scope:

In this report, Brazil pet grooming products market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

Brazil Pet Grooming Products Market, By Pet Type:

Dogs

Cats

Horses

Others

Brazil Pet Grooming Products Market, By Product Type:

Shampoo & Conditioners

Comb & Brushes

Clippers & Scissors

Others

Brazil Pet Grooming Products Market, By Distribution Channel:

Supermarket/Hypermarket

Groomers Mall

Online

Others

Brazil Pet Grooming Products Market, By Region:

North

Northeast

South

Central-West

Southeast.

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Brazil pet grooming products market.

Available Customizations:

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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)

- 4.1. Brand Preferences
- 4.2. Factors Influencing Purchase Decision
- 4.3. Impact of Pet Ownership on Life
- 4.4. Major Concern of Pet Ownership

5. BRAZIL PET GROOMING PRODUCTS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast

5.2.1. By Pet Type Market Share Analysis (Dogs, Cats, Horses, Others (Bird, Reptiles, Small Mammals, etc.))

5.2.2. By Product Type Market Share Analysis (Shampoo & Conditioners, Comb & Brushes, Clippers & Scissors, and Others (Pet Wet Sheet Gloves, Wipes, Hair Dryers, etc.))

5.2.3. By Distribution Channel Market Share Analysis (Supermarket/Hypermarket, Groomers Mall, Online, and Others (Retail & Pharmacy))

5.2.4. By Region Market Share Analysis

5.2.4.1. North Market Share Analysis

5.2.4.2. Northeast Market Share Analysis

5.2.4.3. South Market Share Analysis

5.2.4.4. Central-West Market Share Analysis

5.2.4.5. Southeast Market Share Analysis

5.2.5. By Company Market Share Analysis

5.3. Brazil Pet Grooming Products Market Mapping & Opportunity Assessment

5.3.1. By Pet Type Market Mapping & Opportunity Assessment

5.3.2. By Product Type Market Mapping & Opportunity Assessment

5.3.3. By Distribution Channel Mapping & Opportunity Assessment

5.3.4. By Region Market Mapping & Opportunity Assessment

6. BRAZIL DOG GROOMING PRODUCTS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type Market Share Analysis

6.2.2. By Distribution Channel Market Share Analysis

7. BRAZIL CAT GROOMING PRODUCTS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type Market Share Analysis

7.2.2. By Distribution Channel Market Share Analysis

8. BRAZIL HORSES GROOMING PRODUCTS MARKET OUTLOOK

8.1. Market Size & Forecast

- 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type Market Share Analysis
 - 8.2.2. By Distribution Channel Market Share Analysis

9. MARKET DYNAMICS

- 9.1. Drivers
 - 9.1.1. Increase in the number of product launches
 - 9.1.2. Rising pet health consciousness among owners
 - 9.1.3. Growing number of pet adoption
- 9.2. Challenges
 - 9.2.1. High cost of grooming products
 - 9.2.2. Pet temperaments

10. IMPACT OF COVID-19 ON BRAZIL PET GROOMING PRODUCTS MARKET

- 10.1. Impact Assessment Model
 - 10.1.1. Key Segments Impacted
 - 10.1.2. Key Distribution Channel Impacted

11. MARKET TRENDS & DEVELOPMENTS

- 11.1. Rising demand for pet hair dryers
- 11.2. Increasing number of pet salon
- 11.3. Growing demand for anti-tick & flea products for pets
- 11.4. Rising demand for pet eye wipes

12. SWOT ANALYSIS

- 12.1. Strengths
- 12.2. Weaknesses
- 12.3. Opportunities
- 12.4. Threats

13. PORTER'S FIVE FORCES MODEL

- 13.1. Competitive Rivalry
- 13.2. Bargaining Power of Buyers

13.3. Bargaining Power of Suppliers

13.4. Threat of New Entrants

13.5. Threat of Substitutes

14. COMPETITIVE LANDSCAPE

14.1. Company Profiles

14.1.1. Wahl Clipper Corporation

14.1.1.1. Company Details

14.1.1.2. Products & Services

14.1.1.3. Financials (As Reported)

14.1.1.4. Key Market Focus & Geographical Presence

14.1.1.5. Recent Developments

14.1.1.6. Key Management Personnel

14.1.2. Mendota Pet

14.1.2.1. Company Details

14.1.2.2. Products & Services

14.1.2.3. Financials (As Reported)

14.1.2.4. Key Market Focus & Geographical Presence

14.1.2.5. Recent Developments

14.1.2.6. Key Management Personnel

14.1.3. PAWS CLUB LIMITED

14.1.3.1. Company Details

14.1.3.2. Products & Services

14.1.3.3. Financials (As Reported)

14.1.3.4. Key Market Focus & Geographical Presence

14.1.3.5. Recent Developments

14.1.3.6. Key Management Personnel

14.1.4. Brasgroup

14.1.4.1. Company Details

14.1.4.2. Products & Services

14.1.4.3. Financials (As Reported)

14.1.4.4. Key Market Focus & Geographical Presence

14.1.4.5. Recent Developments

14.1.4.6. Key Management Personnel

14.1.5. Petkin, Inc.

14.1.5.1. Company Details

14.1.5.2. Products & Services

14.1.5.3. Financials (As Reported)

- 14.1.5.4. Key Market Focus & Geographical Presence
- 14.1.5.5. Recent Developments
- 14.1.5.6. Key Management Personnel
- 14.1.6. Ferplast S.p.A.
 - 14.1.6.1. Company Details
 - 14.1.6.2. Products & Services
 - 14.1.6.3. Financials (As Reported)
 - 14.1.6.4. Key Market Focus & Geographical Presence
 - 14.1.6.5. Recent Developments
 - 14.1.6.6. Key Management Personnel
- 14.1.7. Arava Pet Spa Ltd
 - 14.1.7.1. Company Details
 - 14.1.7.2. Products & Services
 - 14.1.7.3. Financials (As Reported)
 - 14.1.7.4. Key Market Focus & Geographical Presence
 - 14.1.7.5. Recent Developments
 - 14.1.7.6. Key Management Personnel
- 14.1.8. Fetch For Pets, LLC
 - 14.1.8.1. Company Details
 - 14.1.8.2. Products & Services
 - 14.1.8.3. Financials (As Reported)
 - 14.1.8.4. Key Market Focus & Geographical Presence
 - 14.1.8.5. Recent Developments
 - 14.1.8.6. Key Management Personnel
- 14.1.9. Chalesco
 - 14.1.9.1. Company Details
 - 14.1.9.2. Products & Services
 - 14.1.9.3. Financials (As Reported)
 - 14.1.9.4. Key Market Focus & Geographical Presence
 - 14.1.9.5. Recent Developments
 - 14.1.9.6. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 15.1. Key Focus Areas
- 15.2. Target Regions
- 15.3. Target Pet Type
- 15.4. Target Product Type

16. ABOUT US & DISCLAIMER

(Note: The companies list can be customized based on the client requirements.)

I would like to order

Product name: Brazil Pet Grooming Products Market By Pet Type (Dogs, Cats, Horses, Others ((Bird, Reptiles, Small Mammals, etc.), By Product Type (Shampoo & Conditioners, Comb & Brushes, Clippers & Scissors, and Others (Pet Wet Sheet Gloves, Wipes, Hair Dryers, etc.)), By Distribution Channel (Supermarket/Hypermarket, Groomers Mall, Online, and Others (Retail & Pharmacy), By Region, Competition Forecast & Opportunities, 2018-2028F

Product link: <https://marketpublishers.com/r/BA4338C8148BEN.html>

Price: US\$ 4,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BA4338C8148BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms

& Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970