

# **New Zealand Pet Grooming Products Market, By Animals (Dog, Cat, Horse, and Others (Bird, Reptiles, Small Mammals (Rat & Mice, Mouse, Rabbit, Guinea Pig) etc.), By Product Types (Shampoo & Conditioners, Clippers & Scissors, Brushes & Combs Blades, Dental Care Tools, and Others (Dryers, Knives, Wipes, etc.), By Distribution Channel (Groomers Mall, Specialty Stores, Supermarket, E-Commerce Others (Retail & Pharmacy etc.)), By Region, By Company, Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

The New Zealand pet grooming products market is expected to grow during the forecast period. The key factors fueling the market growth include the expansion of service offerings and rising pet expenditures. For instance, companies provide a wide range of services such as grooming, daycare, walking, and pet boarding, as a result, increased the market demand during the forecast period.

The growing importance of pet health and wellbeing, as well as the growing demand for styling, are driving up demand for these services. Pet grooming keeps them clean and healthy and guards against illnesses, skin infections, and allergies. Additionally, emerging dog grooming trends, including dreadlocks, stenciled designs, and putting pet fur on animals with round or square faces, are driving the expansion of the sector.

Grooming is an important part of pet care because it enhances skin breathing,

prevention against diseases, increases the moisture in the fur coat, and provides a greater aroma. To detect early signs of pet ailments and infections, it is critical to prevent infections in vulnerable areas such as the mouth, eyes, and ears. In addition, the usage of dogs by the military and police for operations results in rising demand, which in turn drives the market of the products.

Various factors contribute to an increase the market demand, such as increased dog shows, rising competition, and sports activities. Such as the 2022 Purina Pro Plan National Dog Show, which was held at the Purina Pro Plan Auckland Exhibition Centre in Ardmore. To preserve the breed's integrity, dog exhibitions examine high-quality breeding stock. A winning dog is well-conformed (both in terms of appearance and structure), which increases the likelihood that it will produce purebred offspring of excellent quality. Moreover, Hurunui is believed to be the dog capital of New Zealand. According to Ministry of Internal Affairs data, Hurunui has 421 dogs for every 1000 people, far outnumbering the nearest district, Southland, which has 380.

Companies release new innovative products to attract customers toward the product to consolidate their position in the market. As pet owners are becoming more conscious of pet care issues, manufacturers are concentrating on the creation of new products. For instance, in 2021, Ashley & Co. launched a new product in their Pet Care line, Awash Woof pet shampoo. The product is 100% natural and enriched with plant-based oils and extracts that wash and calm your dog's coat without removing any of its natural goodness dogs mean fairness and a sense of itself. In addition to being carefully chosen for their aroma, the ingredients camomile, pineapple extract, and bark oil, which are low-irritant and relaxing for dogs' skin as well as gentle on owners' hands, have been combined with essential oils to give the most useful, nourishing, and protecting qualities. For convenience during a wiggly wash, Awoof comes in a handy rPET (fully recyclable) squirt bottle. It's manufactured in New Zealand and free of parabens, SLS, SLES, artificial colors, mineral oils, and PEGS.

### Increasing Pet Grooming Salons Boosts Market Growth

The market is expanding as pet grooming salons, and specialist shops are opening more frequently. Over the course of the assessment period, the introduction of mobile pet grooming services is anticipated to emerge as the primary growth driver for the market. For instance, Services such as Jim's Dog Wash and Nubreed, among others, already provide in-house dog grooming services to all dogs. It is projected that this will increase demand for pet shampoos, combs, brushes, and shearing equipment.

## Rising Pet Adoption Boosts the Market Demand

The adoption of more pets and ownership patterns that lean toward humanization are two key elements influencing the growth of various pet grooming products. The availability of varieties of products and the growing concern pet owners have for the health of their animals both contribute to this rise and are expected to have a favorable effect on the market for pet grooming products during the forecast period. For instance, in 2022, there is at least one pet in 64% of the 1.8 million households in the nation; there are around 4.3 million pets overall. Additionally, the rising adoption of dogs as a result of the growing population of professionally trained dogs who support those with disabilities also increases the market for pet grooming goods.

## Market Segmentation

The Pet Grooming Products Market is segmented based on animals, product types, and distribution channels. Based on animals, the market is divided into animals, such as dogs, cats, horses, and others (birds, reptiles, small mammals (rats & mice, mice, rabbits, guinea pigs), etc.). Based on product types, the market is split into shampoo & conditioners, clippers & scissors, brushes & comb blades, dental care tools, and others (dryers, knives, wipes, etc.). Based on distribution channels, the market is fragmented into groomers, malls, supermarkets, e-commerce, and others (retail & pharmacy, etc.).

## Company Profiles

Ebos Group Ltd, Blackmores Group, ZETA Group (NZ) Ltd, Ashley & Co Limited, Spectrum Brands Holdings, Inc., The Hounds Coat Limited, AllGroom, MJ's New Zealand Limited, The Pet Brands Company are among the major market players in the New Zealand platform that lead the market growth of the New Zealand pet grooming products market.

## Report Scope:

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

### New Zealand Pet Grooming Products Market, By Animals:

#### Dog

Cat

Horse

Others

#### New Zealand Pet Grooming Products Market, By Product Types:

Shampoo & Conditioners

Clippers & Scissors

Brushes & Combs Blades

Dental Care Tools

Others

#### New Zealand Pet Grooming Products Market, By Distribution Channel:

Groomers Mall

Specialty Stores

Supermarkets/Hypermarkets

E-Commerce

Others

#### New Zealand Pet Grooming Market, By Region:

North Island

South Island

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the New Zealand 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).

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