

United States Pet Grooming Products Market By Animals (Dogs, Cats, Horses, and Others (Birds, Reptiles, Small Mammals (Rats & Mice, Mouse, Rabbits, Guinea Pigs), etc.)), By Product Types (Shampoo & Conditioners, Clippers & Scissors, Brushes & Combs Blades, Dental Care Tools, And Others (Dryers, Fragrances, Wipes, Etc.)), By Distribution Channel (Grooming Service Providers, Supermarkets, E-Commerce, Pet Specialty Retailers, And Others (Distributors/Dealers, Direct Sales, Veterinary Clinics, Etc.)), By Region, Competition Forecast & Opportunities, 2018-2028F

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Abstracts

The United States pet grooming products market is expected to grow during the forecast period owing to the high pet adoption rate. People spend more money on their companion animals because they consider them family members and are interested in investing in their grooming. This scenario has resulted in an increase in animal health and grooming expenses, which has led to a rise in market demand during the forecast period.

The United States is likely to spend more money on pet care. According to the American Pet Products Association's 2021-2022 national pet owners survey, overall pet spending in the United States increased by more than 17% in 2021, with Americans spending a total of USD123.6 billion on pets in 2021. It also reported an increase in pet

product and service spending. A dog owner spends an average of USD228 per year on service, whereas a cat owner spends even USD78. Furthermore, the number of insured pets in the United States is expected to increase by 28.3% by 2021. Dogs account for 81.7% of insured pets, while cats make up only 18.3%.

A growing number of Americans consider their pets to be family members. Dogs are the most popular pet type and are widely adopted. According to the American Pet Products Association's 2021-2022 National Pet Owners Survey, 70% of U.S. households own a pet, which equates to 90.5 million homes, with dogs accounting for 69.0 million, cats accounting for 45.3 million, horses accounting for 3.5 million, birds accounting for 9.9 million, freshwater fish accounting for 11.8 million, saltwater fish accounting for 2.9 million, reptile accounting for 5.7 million, and small animals accounting for 6.2 million.

Furthermore, in 2021-2022, according to data from the APPA National Pet Owners Survey, the average annual expense for a dog grooming aid in the United States is USD 47. For a cat, grooming aid is USD 31 in the previous 12 months.

Grooming is a crucial component of pet care since it improves skin breathing, prevents sickness, and gives a pleasing fragrance. Identifying early symptoms of pet illnesses and infections is essential to prevent infections in delicate areas such as the mouth, eyes, and ears.

Companies are offering new innovative products to attract customers and increase their market presence. Manufacturers focus on developing new products as pet owners become more aware of pet care issues. For example, in 2022, Dandylion released new clean dog shampoo and conditioners designed for dogs. Dandylion shampoos and conditioners are made with 99% natural ingredients and free of sulfates, drying alcohols, artificial fragrances and dyes, and essential oils, developed for the most sensitive skin.

Increasing Adoption of Rescue Pets to Boost the Market Growth

The growing adoption of pets such as dogs and cats is expected to boost sales of pet grooming products. In 2022, according to the American Society for the Prevention of Cruelty to Animals (ASPCA), an estimated 3.3 million dogs and 3.2 million cats joined kennels each year. These figures are expected to rise in the coming years, and many people are adopting rescued animals. As a result, the demand for pet grooming products is expected to increase during the forecast period.

Increased Pet Grooming Services Boosts the Market Growth

The market is growing as more pet grooming salons and specialty shops open their doors. The introduction of online pet grooming services is expected to emerge as the primary driver of growth for the market during the assessment period. For instance, there are 194 pet grooming services, including Pawfect destination grooming, Keller's loving bath, Knoxville Boarding by Heather, etc., and services they offer, such as pet grooming, pet boarding, home sitting, dog walking, pet daycare, and pet taxi. As a result, it will increase the market demand.

Market Segmentation

The United States pet grooming products market is segmented based on animals, product types, and distribution channels. Based on animals, the market is divided into 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, fragrances, wipes, etc.). Based on distribution channels, the market is fragmented into grooming service providers, supermarkets, e-commerce, pet specialty retailers, and others (distributors/dealers, direct sales, veterinary clinics, etc.).

Company Profiles

Company of Animals Ltd, The Hartz Mountain Corporation, Earthwhile Endeavors Inc, Mendota Pet, Spectrum Brands Inc. (FURminator), Coastal Pet Products, Inc. Petco Animal Supplies, Inc. Wahl Clipper Corporation, Newell Brands, Inc., Petkin Inc. are among the major players that are leading market growth of the United States pet grooming products market.

Report Scope:

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

United States Pet Grooming Products Market, By Animals:

Dogs

Cats

Horses

Others

United States Pet Grooming Products Market, By Product Types:

Shampoo & Conditioners

Clippers & Scissors

Brushes & Combs

Blades

Dental Care Tools

Others

United States Pet Grooming Products Market, By Distribution Channel:

Grooming Service Providers

Supermarkets

E-Commerce

Pet Specialty Stores

Others

United States Pet Grooming Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States 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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