

Pet Hair Care Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 118 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The pet hair care market registered a market size of USD 3,202.79 million in 2021, and it is expected to register a CAGR of 6.08% during the forecast period (2022-2027).

Currently, the ongoing COVID-19 pandemic situation has resulted in a huge increase in the number of pet adoptions. Several animal shelters, non-profit rescue organizations, private breeders, and pet stores observed increased consumer demand. According to the article published by *Frontiers in Veterinary Science* 2021 by Jaffery Ho, the COVID-19 pandemic has sparked interest in pet adoption among the general public. In 2020/2019, the relative search volume (RSV ratio) for dog and cat adoption surged by up to 250%. Thus, the COVID-19 pandemic has had a positive impact on the market.

Factors that are driving the market's growth include the growing adoption of pets, rising hair problems, the growing need for natural products, and product innovations.

According to the 2021-2022 National Pet Owners Survey conducted by the American Pet Products Association (APPA), pet ownership has risen from 67% to 70% in US households. Millennials were also discovered to be the greatest cohort of pet owners, accounting for 32%, followed by Boomers (27%) and Gen X (24%). As per the report published by *dosomething.org* 2020, every year, approximately 7.6 million companion animals enter animal shelters across the United States. There are approximately 3.9 million dogs and 3.4 million cats among them. Thus, the rise in the adoption of pet animals is expected to increase the spending on the hair care needs of these animals, which, in turn, is expected to boost the growth of the market over the forecast period.

All these factors are anticipated to positively impact the market growth over the forecast period. However, the side effects and allergies associated with hair care products are expected to impede the growth of the market.

Pet Hair Care Market Trends

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

The Dog Segment is Expected to Hold a Significant Market Share During the Forecast Period

By animal type, the dog segment of the pet hair care market is expected to hold a significant market share because of the growing dog population, which is leading to high expenditure on dog health products and driving the market growth. According to the Pet Food Manufacturing Association (PFMA) commissions 2021, in 2021, it was estimated that 17 million (59% of) households have pets, out of which 12.5 million are dogs (33%). The increasing pet adoption is expected to boost the demand for pet hair care products for dogs, thereby boosting the segment growth.

Furthermore, human-centric personal care brands have entered the pet grooming space, with Hempz, Wet Brush, and Waterpik all releasing successful pet product crossovers. However, retailers and brands need to offer easy-to-use, comprehensive product kits that satisfy a variety of grooming needs as consumers familiarize themselves with at-home pet care. For instance, in November 2021, Faith in Nature released a new dog shampoo range for pooch pampering.

The main difference between dog and human products is that ingredients in pet formulations in the United States require approval in line with the Toxic Substances Control Act (TSCA). Also, dogs' skin pH is slightly higher, 7.0, and slightly less acidic than that of humans, which is in the 6.0 range.

In March 2021, the luxury hair-care brand Ouai launched its Fur Bebe pet shampoo to coincide with National Puppy Day. The brand originally debuted a limited-edition run of the product in 2018, but now the shampoo for pets, such as for dogs and cats, is part of the brand's permanent collection. Thus, owing to the aforementioned factors, the studied segment is expected to witness significant growth over the forecast period.

North America Dominates the Market Over the Forecast Period

Geographically, North America is anticipated to dominate the pet hair care market. Factors such as increasing companion animal adoption and increasing per capita animal healthcare expenditure are the factors expected to help the region retain its large market share.

According to the American Pet Products Association (APPA) 2021-2022, there is an increase in expenditure on the pet industry in the United States. Pet industry expenditures in the United States totaled USD 103 billion, up by 6.7% from USD 97.1 billion in 2019. APPA estimated that expenditures in 2021 will reach USD 109.6 billion. Thus, the increasing pet expenditure may drive the demand for pet hair care products, which is expected to boost the market.

Also, according to the 2021-2022 National Pet Owners Survey conducted by APPA, 70% of US households own a pet, which equates to 90.5 million homes. This is up from 56% of US households in 1988, the first year the survey was conducted. Dogs and cats are the most common pets in US households that own a pet, with a population of nearly 69.0 million and 45.3 million, respectively. Since the past few years, people have been willing to spend more on premium products for their companion animals. The spending on the humanization of pets has been increasing significantly across the world. This factor is also expected to drive the demand for hygiene products in the near future.

In addition, companies are engaging themselves in merger and acquisition activities to expand their business. For instance, in August 2020, Elanco Animal Health announced that it had closed the acquisition of Bayer Animal Health. The transaction, valued at USD 6.89 billion, expands Elanco's scale and capabilities, positioning the company for the long term as a leader in the attractive, durable animal health industry. Thus, the rise in the adoption of pet animals led to increased spending on pet haircare products. This is expected to boost the overall growth of the pet haircare market.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Pet Hair Care Market Competitor Analysis

The pet hair care market is highly fragmented and consists of a number of major players. Companies like Elanco Animal Health Incorporated, Clorox Company (Burt's Bees)??, CHI Haircare, General Nutrition Centers Inc., Innovacyn Inc. (Veterycin), Petkin Inc., SynergyLabs?, Spectrum Brands Inc. (FURminator), Vetoquinol, and Zoetis Inc., among others, hold substantial shares in the pet hair care market.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Overview

4.2 Market Drivers

4.2.1 Growing Adoption of Pets

4.2.2 Rise in Hair Problems and Growing Need for Natural Products

4.2.3 Product Innovations

4.3 Market Restraints

4.3.1 Lack of Awareness Regarding Specialized Products

4.3.2 Side Effects and Allergies Associated with Products

4.4 Porter's Five Forces Analysis

4.4.1 Threat of New Entrants

4.4.2 Bargaining Power of Buyers/Consumers

4.4.3 Bargaining Power of Suppliers

4.4.4 Threat of Substitute Products

4.4.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION (Market Size by Value - USD million)

5.1 Product Type

5.1.1 Shampoos

5.1.2 Conditioners

5.1.3 Shedding and Trimming Tools

5.1.4 Other Product Types

5.2 Animal Type

5.2.1 Dog

5.2.2 Cat

5.2.3 Other Animal Types

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.3 Geography
 - 5.3.1 North America
 - 5.3.1.1 United States
 - 5.3.1.2 Canada
 - 5.3.1.3 Mexico
 - 5.3.2 Europe
 - 5.3.2.1 Germany
 - 5.3.2.2 United Kingdom
 - 5.3.2.3 France
 - 5.3.2.4 Italy
 - 5.3.2.5 Spain
 - 5.3.2.6 Rest of Europe
 - 5.3.3 Asia-Pacific
 - 5.3.3.1 China
 - 5.3.3.2 Japan
 - 5.3.3.3 India
 - 5.3.3.4 Australia
 - 5.3.3.5 South Korea
 - 5.3.3.6 Rest of Asia-Pacific
 - 5.3.4 Middle-East
 - 5.3.4.1 GCC
 - 5.3.4.2 South Africa
 - 5.3.4.3 Rest of Middle-East
 - 5.3.5 South America
 - 5.3.5.1 Brazil
 - 5.3.5.2 Argentina
 - 5.3.5.3 Rest of South America

6 COMPETITIVE LANDSCAPE

- 6.1 Company Profiles
 - 6.1.1 CHI Haircare
 - 6.1.2 Elanco Animal Health Incorporated
 - 6.1.3 General Nutrition Centers Inc.
 - 6.1.4 Innovacyn Inc. (Veterycin)
 - 6.1.5 Petkin Inc.
 - 6.1.6 SynergyLabs?
 - 6.1.7 Spectrum Brands Inc. (FURminator)
 - 6.1.8 The Clorox Company (Burt's Bees)
 - 6.1.9 Vetoquinol
 - 6.1.10 Zoetis Inc.
 - 6.1.11 Burt's Bees
 - 6.1.12 ScruffyChops

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Pet Hair Care Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 118 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------|-----------|
| | Single User License | \$4750.00 |
| | Team License (1-7 Users) | \$5250.00 |
| | Site License | \$6500.00 |
| | Corporate License | \$8750.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2026-02-27"/> |
| | | Signature | |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

