

**Australia Pet Grooming Products Market By Animal (Dog, Cat, Horse, and Others (Birds, Reptiles, Small Mammals (Rat & Mice, Mouse, Rabbit, Guinea Pig, etc.)), By Product (Shampoo & Conditioners, Clippers & Scissors, Brushes & Combs, Blades, Dental Care Tools, and Others (Dryers, Fragrances, Wipes, etc.)), By Distribution Channel (Pet Specialty Retailers, Grooming Service Providers, E-Commerce, Supermarkets and Others (Distributors/Dealers, Direct Sales, Veterinary Clinics, etc.)), By Region, By Top 3 Brands, Competition Forecast & Opportunities, 2017-2027F**

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**Report description:**

Australia pet grooming products market was valued USD 151.23 million in 2021 and is expected to register a CAGR of 9.06% during the forecast period. The market's expansion can be attributed to the increasing adoption of pet, rising non-functional pet grooming services and growing awareness regarding pet health. According to Animal Medicines Australia, the predicted pet population in 2022 will be around 28.7 million. Furthermore, pet adoption increased significantly following the pandemic, with only 61% of households having pets from 2016 to 2019, rising to 69% in 2022. As a result of the country's increasing adoption rates, customers and grooming service providers are acquiring more pet grooming items for the pet's well-being and health. Several companies are launching new items as a result of increased competition. Doggone Gorgeous, for example, sells environmentally friendly items like bamboo brushes and combs with hemp bristles and stainless teeth. Houndztooth also offers waterless dog and

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cat shampoo, developed with Australian almond oil, oatmeal, and plant-based components.

Pet retailers such as Petbarn, which supplies pet products throughout Australia, have seen a surge in demand for pet supplies from pet owners, both from existing customers stockpiling pet food and supplies and from new customers as well. Due to the COVID-19 pandemic, pet owners are collecting pet supplies, and observing increased demand through online channels due to stay-at-home orders.

#### Growing Demand for Dog Grooming Products Fuels the Market Growth

According to Animal Medicines Australia, there will be around 6.4 million pet dogs in 2022, with dogs present in 48% of Australian households. As a result, rising dog adoption rates and an increase in the number of homes with two dogs fuels the demand for dog grooming products in Australia. Furthermore, the average per household spending on dogs in 2019 was USD1447.35, which is expected to rise to USD2848.42 in 2022, including food, veterinary services, other items, accessories. As a result, the growing number of dogs adopted by families and the expanding spending culture of households on dogs are driving up the demand for dog grooming products across the country.

#### Increasing Online Sales Will Further Fuel the Market Growth

Businesses that used to rely on direct selling have switched to internet retail since it is more cost-effective. Furthermore, more than five million Australian homes buy things online every month. A more comprehensive range of products is now more widely available online across the country as more e-tailers enter the pet grooming products market and transportation capabilities improve. For example, as pet ownership in Australia rises to more than 69% of households, Rio, a grooming school and salon, has created the first virtual e-commerce platform to support pet store expansion. Because of the simple accessibility of a wide range of possibilities, offers, and discounts, as well as timesaving, economical solutions, the country's online category of products is rapidly developing.

#### Rising Demand for Pet Grooming Services Boost the Market Growth

At the commercial level, there is an increasing demand for pet grooming services. In contrast to previous instances, many people today desire their pets to be well-groomed. In addition, the availability of high-end groomers in Australia is expanding, tempting individuals to have their dogs trimmed. Moreover, there is a growing trend toward home pet grooming, which owners can do and is less expensive than going to a pet grooming service. Furthermore, with an increasing number of pet owners preferring not to have anyone else touch their pets and pet grooming salons focusing on quality care, service standards, and product quality, the market is expected to grow in the coming years.

#### Market Segmentation

The Australia pet grooming products market is segmented on the basis of animal, product, distribution channel, region, company and top 3 brands. The market is segmented into dog, cat, horse, and others (birds, reptiles, small mammals (rat & mice, mouse, rabbit, guinea pig, etc.)), based on animal. The product segment is divided into shampoo & conditioners, clippers & scissors, brushes & combs, blades, dental care tools, and others (dryers, fragrances, wipes, etc.). The market is further segregated into pet specialty retailers, grooming service providers, e-commerce, supermarkets and others (distributors/dealers, direct sales, veterinary clinics, etc.), on the basis of distribution channel. In terms of region, the market is segmented into Australia Capital Territory & New South Wales, Northern Territory & Southern Australia, Western Australia, Queensland, Victoria & Tasmania.

#### Company Profiles

EBOS Group Ltd, Mavlab Pty Ltd, Dermcare Vet Pty Ltd., Blackmores Group, Petway Petcare, Spectrum Brands Pty Ltd, Wahl Clipper Corporation, The Hartz Mountain Corporation, Vetafarm Australia Pty Ltd, Millers Forge Inc., etc. are some of the leading market players in the Australia pet grooming products market.

#### Report Scope:

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

-□ Australia Pet Grooming Products Market, By Animal:

o□ Dog

o□ Cat

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- o □Others
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  - o □Western Australia
  - o □Queensland
  - o □Victoria & Tasmania

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Australia 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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