

Pet Hair Care - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 118 pages | Mordor Intelligence

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Report description:

The Pet Hair Care Market size is estimated at USD 3.77 billion in 2024, and is expected to reach USD 4.73 billion by 2029, growing at a CAGR of 4.69% during the forecast period (2024-2029).

The pet hair care market was impacted by the COVID-19 pandemic owing to the supply chain disruptions of pet care products in its initial phase. However, the market recovered in the last two years since the export bans and other supply chain restrictions were lifted. An increase in pet adoption was accelerated by the pandemic, and increasing pet health awareness has been leading the market recovery over the last two years. For instance, according to the PDSA, animal wellbeing June 2021 report, 2 million people in the United Kingdom acquired a pet in 2021. Out of these pets, 10% were dogs, 8% were cats and 13% were rabbits. Such a high rate of pet adoption in the country has increased the focus on the grooming of pets. The market is expected to register a stable growth rate during the forecast period.

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. For instance, according to the National Pet Owners Survey conducted by the American Pet Products Association (APPA) in 2022, pet ownership has increased from 67% to 70% in United States households in 2021.

Furthermore, according to Der Deutsche Heimtiermarkt, 47% of the households in Germany had pets in 2021. As per the same source, the number of cats adopted was higher in Germany as compared to dogs. 16.7 million cats lived in 26% of German households in comparison to 10.3 million dogs in 21% of households in 2021. 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.

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Additionally, the rising product launches by market players are significantly adding to the growth of the market. For instance, in August 2021, Pure and Natural Pet launched a new product at SuperZoo. The new product is the United States Department of Agriculture (USDA) Certified Organic 2-in-1 Fragrance-Free Hypoallergenic Shampoo and Conditioner.

Therefore, owing to the aforementioned factors such as the high pet adoption and rising product launches by market players, the studied market is anticipated to witness growth over the analysis 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

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

The dog segment is expected to hold a significant market share owing to the rising dog population, which is leading to high expenditure on dog health products and driving the market growth. For instance, according to the Pet Food Manufacturing Association (PFMA) commissions 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 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 rising launches for dogs by market players are contributing significantly to the market growth during the forecast period. For instance, in August 2022, Friday's Dog Holdings Inc., a line of scientifically-grounded pet care and grooming products for dogs, launched six grooming products in America. Also, in March 2021, the luxury hair-care brand Ouai launched its Fur Bebe pet shampoo to coincide with National Puppy Day. These launches are expected to expand the dog hair care offerings, thereby propelling the segment's growth.

Thus, owing to the aforementioned factors, the studied segment is expected to witness significant growth over the forecast period.

North America is Expected to Hold a Significant Market Share Over The Forecast Period

North America is anticipated to hold a significant market share owing to the factors such as increasing pet adoption and rising spending on pet healthcare and insurance and increasing launches by market players to expand the pet hair care offerings in the region.

The rising number of pet insurance in the region indicates the high spending on pets for their overall care, which is expected to propel the market growth. For instance, according to the 2022 statistics published by the Insurance Information Institute, in the United States, 3.9 million pets were insured in 2021, with an increase of 20% compared to the previous year. Also, in Canada, 432.5 thousand pets were insured in 2021, with an increase of 22.7% as compared to the previous year. The rising number of pet insurance in the region signifies a higher pet adoption and spending by pet parents, which is further anticipated to fuel market growth over the forecast period.

The launches by market players and partnerships to expand the pet hair care offerings are expected to propel the market growth. For instance, in December 2021, Grove Collaborative launched the pet care brand, Good Fur, a new line of cruelty-free pet

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grooming products offering shampoos, conditioners, accessories, and more, bringing its sustainable innovation to consumers' furry families.

Furthermore, in August 2022, Friday's Dog partnered with Best Friends Animal Society. Under the partnership, for each grooming product purchased by Friday's Dog, the company will wash one dog in a Best Friends Animal Sanctuary in an effort to give them a better chance at finding a loving forever home. Such partnerships and launches are expected to boost the demand for pet care, propelling the market growth during the forecast period.

Therefore, owing to the above-mentioned factors such as the high spending on pet care and rising product launches and partnerships by market players, the growth of the studied market is anticipated in the North America Region.

Pet Hair Care Industry Overview

The pet hair care market is fragmented in nature and consists of a several major players. Companies like Elanco Animal Health Incorporated, The Clorox Company (Scoop Away), CHI Haircare, Innovacyn Inc. (Veterycin), Petkin Inc., SynergyLabs, Spectrum Brands Inc. (FURminator), Vetoquinol, Zoetis Inc, and SmileyDog 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

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