

Pet Oral Care Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 139 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 Oral Care Products Market size is estimated at USD 2.03 billion in 2025, and is expected to reach USD 2.79 billion by 2030, at a CAGR of 6.6% during the forecast period (2025-2030).

Key Highlights

- The high prevalence of dental diseases in pets primarily drives the market. According to the Australian and American Veterinary Dental Societies, more than 80% of dogs develop gum disease by the age of three, compared to more than 70% of cats at the same age.
- In addition to the rise in awareness about pet oral health, an increased focus on veterinary health is a major boost to studied market growth. Furthermore, people have been highly investing in pet care products, including pet oral care products, as pets are seen as family members. This is even higher in the millennial generation of developing and developed countries worldwide. For instance, as per the American Veterinary Medical Association, in 2023, Dog owners in the United States spent the most on veterinary care amounting to USD 367 annually, whereas cat owners spent USD 253 annually on veterinary care.
- Along with this, the rise in middle-income households and rising disposable incomes have increased the willingness of pet owners to spend on high-quality products for pets. Therefore, the growing interest in pet humanization, coupled with a rise in demand for premiumization in pet care products, is one of the factors driving the market growth for pet oral care products.
- Moreover, some pet owners are very particular about representing their lifestyles by spending on products, including oral care products for their pets, encouraging many market competitors to launch new and customized products in the pet dental care segment. Hence, the increasing prevalence of dental diseases in pets along with new pet dental care products launched by the players, and growing pet humanization are the factors that are anticipated to support the growth of the studied market.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

High Prevalence of Dental Diseases in Pets and Increase in Animal Health Expenditure

The pet dental care products market benefits tremendously from the increasing per capita animal healthcare expenditure. The high awareness of pet health among pet owners and the rising number of dental procedures are other factors that propel the growth of the pet dental care products market across the globe.

According to the data released by the American Pet Products Association, the total United States pet industry expenditure was USD 136.8 billion in 2022, which increased and reached USD 147 billion in 2023. This signifies the importance of pets among the American population, thereby supporting the growth of the market studied.

Moreover, the rising prevalence of diverse oral diseases in pets is the major driving factor for the market's growth. Periodontal disease is the most common clinical condition in cats and dogs, which is preventable by brushing the teeth. As per the American Veterinary Medical Association (AVMA), this disease can lead to severe health concerns, ranging from tooth loss to organ failure.

According to the American Veterinary Medical Association (AVMA), about 70% of cats and 80% of dogs develop some degree or form of periodontal disease by the time they are three years. Calculus, gingivitis, gum disease, and tooth fractures are other common oral issues among pets.

Furthermore, according to the World Small Animal Veterinary Association (WSAVA), 10% of dogs have fractured teeth with painful direct pulp exposure. However, pet owners become increasingly aware of their pet's teeth and mouths as part of overall animal health and look for effective product solutions from the pet industry to help them maintain their oral health.

Therefore, due to increasing per capita animal healthcare expenditure and the rising prevalence of diverse oral diseases among pets the market studied is anticipated to grow over the forecast period.

North America Dominates the Market

North America is anticipated to retain its dominance in the pet dental care products market over the forecast period, owing to the increasing per capita animal healthcare expenditure. For instance, the American Pet Products Association (APPA) stated that the total United States pet industry expenditures reached USD 147 billion in 2023 and is forecasted to have solid year-over-year growth through 2030.

The rise in the prevalence of many diverse oral health-related diseases has been identified as the major driving factor for studied market growth in the region. According to the 2023-2024 National Pet Owners Survey conducted by the American Pet Products Association (APPA) an estimated sixty-six percent of United States households, or about 86.9 million families, own a pet.

The region's large population of pet owners, particularly dogs and cats, drives the demand for pet dental health products. Also, pet owners have easy access to a wide range of dental health products, including dental chews, toothpaste, oral care solutions, and dental spray owing to their well-established sector in the region.

Furthermore, the heightened awareness surrounding pet oral health is playing a pivotal role in driving the region pet dental care products market. Pet owners are increasingly recognizing the significance of maintaining good oral hygiene for their beloved companions. The understanding that oral health issues can lead to serious health complications, including periodontal diseases, tooth decay, and systemic infections, has spurred the demand for oral care products. As a result, there is a growing market for pet toothbrushes, dental wipes, water additives, and other specialized products. Manufacturers are capitalizing on this awareness by

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

offering a wide range of effective and convenient solutions, further propelling the growth of the market in the region.

Pet Oral Care Products Industry Overview

The Pet Dental Care Products Market is moderately consolidated, with leading global players occupying significant shares in the market. The major players in the market are Mars Inc., Purina Pet Care, Virbac, Ceva, Hills Pet Nutrition Inc., etc. The key players in the market have been involved in many strategic activities to increase their market share. They are focused on new product launches, mergers and acquisitions, and expansions to cater to a wider consumer base.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions & 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 High Prevalence of Dental Diseases in Pets and Increase in Animal Health Expenditure
 - 4.2.2 Rising pet humanization
 - 4.2.3 Changing Landscape of the Retail Sector
- 4.3 Market Restraints
 - 4.3.1 Lack of Knowledge of Pet Oral Care and Veterinary Dentistry
 - 4.3.2 Limited Accessibility of Specialized Professionals and Services in Developing Countries
- 4.4 Porter's Five Forces Analysis
 - 4.4.1 Bargaining Power of Suppliers
 - 4.4.2 Bargaining Power of Buyers
 - 4.4.3 Threat of New Entrants
 - 4.4.4 Threat of Substitutes
 - 4.4.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

- 5.1 Product Type
 - 5.1.1 Mouthwash/Rinse
 - 5.1.2 Toothpaste
 - 5.1.3 Toothbrush
 - 5.1.4 Dental Chews
 - 5.1.5 Veterinary Products
 - 5.1.6 Other Product Types

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 5.2 Animal Type
 - 5.2.1 Dogs
 - 5.2.2 Cats
- 5.3 Distribution Channel
 - 5.3.1 Supermarkets/Hypermarkets
 - 5.3.2 Online Channels
 - 5.3.3 Specialized Pet Shops
 - 5.3.4 Veterinary Channels
 - 5.3.5 Other Distribution Channels
- 5.4 Geography
 - 5.4.1 North America
 - 5.4.1.1 United States
 - 5.4.1.2 Canada
 - 5.4.1.3 Mexico
 - 5.4.1.4 Rest of North America
 - 5.4.2 Europe
 - 5.4.2.1 Germany
 - 5.4.2.2 UK
 - 5.4.2.3 France
 - 5.4.2.4 Italy
 - 5.4.2.5 Spain
 - 5.4.2.6 Rest of Europe
 - 5.4.3 Asia-Pacific
 - 5.4.3.1 China
 - 5.4.3.2 Japan
 - 5.4.3.3 India
 - 5.4.3.4 Australia
 - 5.4.3.5 South Korea
 - 5.4.3.6 Rest of Asia-Pacific
 - 5.4.4 South America
 - 5.4.4.1 Brazil
 - 5.4.4.2 Argentina
 - 5.4.4.3 Mexico
 - 5.4.4.4 Rest of South America
 - 5.4.5 Africa
 - 5.4.5.1 South Africa
 - 5.4.5.2 Rest of Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Market Share Analysis
- 6.3 Company Profiles
 - 6.3.1 AllAccem
 - 6.3.2 Ceva
 - 6.3.3 Colgate-Palmolive
 - 6.3.4 Hills Pet Nutrition Inc.
 - 6.3.5 Purina Pet Care (Nestle)

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 6.3.6 HealthyMouth LLC
- 6.3.7 ImRex Inc.
- 6.3.8 Mars Incorporated
- 6.3.9 Petzlife Products Inc.
- 6.3.10 TropiClean Pet Products
- 6.3.11 Vetoquinol SA
- 6.3.12 Virbac

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 Oral Care Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 139 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="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

