

Europe Pet Coat Care Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Market Report | 2025-05-27 | 280 pages | Global Market Insights

AVAILABLE LICENSES:

- Single User \$3250.00
- Multi User \$4450.00
- Enterprise User \$5750.00

Report description:

Europe Pet Coat Care Market was valued at USD 15.2 billion in 2024 and is estimated to grow at a CAGR of 3.9% to reach USD 22.2 billion by 2034. The market growth is driven by increased pet humanization, rising disposable incomes, and rising awareness of pet hygiene and grooming. As pet ownership becomes more emotionally driven, consumers seek premium grooming products that reflect human-grade care for their animals. The demand for coat care products such as shampoos, conditioners, and sprays is surging due to the increasing tendency to treat pets as family members. Pet owners are now more focused on the aesthetic and health benefits of regular grooming, including fur maintenance, parasite prevention, and odor control.

This has led to a proliferation of product innovations featuring natural and organic ingredients, catering to sensitive skin and breed-specific needs. The growth in pet salons and mobile grooming services across Europe further boosts the use of coat care products, especially in urban areas where convenience is highly valued. As more pet owners seek professional grooming services to ensure their pets receive specialized and high-quality care, the demand for premium coat care formulations such as nourishing shampoos, detangling sprays, and deep-conditioning treatments has surged. Mobile grooming units have gained popularity for offering door-to-door services that cater to busy pet owners, reducing the stress associated with travel for both pets and their humans.

The Europe Pet Coat Care Market is primarily segmented by product type, with shampoos dominating in 2024, generating USD 7.04 billion. Shampoos remain a staple in pet grooming routines, favored for their ease of use and ability to target various coat issues such as dryness, matting, and shedding. Specialty shampoos for hypoallergenic, medicated, and anti-flea treatments contribute significantly to the revenue share.

The standard consumer size segment, ranging from 50 ml to 250 ml (1.7-8.5 fl. oz), emerged as the leading category, generating a substantial revenue of USD 7.17 billion in 2024. This segment is projected to grow further, reaching USD 10.64 billion by 2034. The 50 ml to 250 ml range offers enough product for several grooming sessions, which suits the needs of pet owners who typically groom their pets every few weeks. A 250 ml bottle is generally sufficient for multiple washes, particularly for smaller pets.

Standard consumer sizes are often priced higher than bulk or professional formats, making them more accessible to average consumers. These sizes are also favored for their affordability, especially when new brands or product variations are introduced to

the market.

U.K. Pet Coat Care Market generated USD 1.81 billion in 2024 and is projected to reach USD 2.91 billion by 2034. The growth of the U.K. market is driven by rising pet ownership rates and changing consumer lifestyles. There is also a growing focus on animal welfare and hygiene, contributing to the increase in demand for pet grooming products. In the U.K., pet owners are increasingly investing in shampoos, conditioners, and grooming products designed to improve skin health, control shedding, and enhance the overall appearance of their pets' coats. With a shift toward wellness and routine care, consumers are willing to spend more on high-quality grooming products.

Key companies active in the Europe Pet Coat Care Market include: Beaphar BV, Earthbath, Aenorasis SA, Animology, Artero, George Georgiadis & Co, Groomers Limited, John Paul Pet, Pet Head, Mega Disposables SA, Pets Purest, PLIN Nanotechnology SA, Spectrum Brands, TropiClean, and Wahl Clipper Corporation. To strengthen their market foothold, companies in the Europe Pet Coat Care Market focus on a multi-pronged approach that includes product innovation, brand positioning, and strategic partnerships. Many invest in R&D to develop organic and hypoallergenic formulations, meeting growing consumer demand for safe and sustainable products. Expansion of e-commerce platforms and direct-to-consumer channels enables brands to reach broader audiences with personalized offerings. Companies are also forging collaborations with veterinary clinics, pet salons, and influencers to enhance product credibility and brand visibility.

□

Table of Contents:

Report Content

Chapter 1 Methodology & Scope

1.1 Research design

1.1.1 Research approach

1.1.2 Data collection methods

1.2 Base estimates and calculations

1.2.1 Base year calculation

1.2.2 Key trends for market estimates

1.3 Forecast model

1.4 Primary research & validation

1.4.1 Primary sources

1.4.2 Data mining sources

1.4.2.1 Market definitions

Chapter 2 Executive Summary

2.1 Industry 360 synopsis, 2021 - 2034

Chapter 3 Industry Insights

3.1 Industry ecosystem analysis

3.1.1 Factors affecting the value chain

3.1.2 Profit margin analysis

3.1.3 Disruptions

3.1.4 Future outlook

3.1.5 Manufacturers

3.1.6 Distributors

3.2 Supplier landscape

3.3 Pricing analysis

- 3.4 Impact forces
 - 3.4.1 Growth drivers
 - 3.4.1.1 Rising pet ownership in Europe
 - 3.4.1.2 Focus on pet health and wellness
 - 3.4.1.3 Growth of e-commerce and subscription model
 - 3.4.1.4 Increasing demand for natural and organic products
 - 3.4.2 Industry pitfalls & challenges
 - 3.4.2.1 Price sensitivity
 - 3.4.2.2 Variation in product safety standards and regulations
- 3.5 Technology & innovation landscape
- 3.6 Growth potential analysis
- 3.7 Pricing analysis
- 3.8 Consumer buying behavior analysis
 - 3.8.1 Demographic trends
 - 3.8.2 Factors affecting buying decision
 - 3.8.3 Consumer product adoption
 - 3.8.4 Preferred distribution channel
 - 3.8.5 Preferred price range
- 3.9 Regulatory Landscape
- 3.10 Porter's analysis
- 3.11 PESTEL analysis

Chapter 4 Competitive Landscape, 2024

- 4.1 Introduction
- 4.2 Industry structure and concentration
- 4.3 Competitive intensity assessment
- 4.4 Company market share analysis
- 4.5 Competitive positioning matrix
 - 4.5.1 Product positioning
 - 4.5.2 Price-performance positioning
 - 4.5.3 Geographic presence
 - 4.5.4 Innovation capabilities
- 4.6 Strategic dashboard
- 4.7 Competitive benchmarking
 - 4.7.1 Manufacturing capabilities
 - 4.7.2 Product portfolio strength
 - 4.7.3 Distribution network
 - 4.7.4 R&D investments
- 4.8 Strategic initiatives assessment
- 4.9 SWOT analysis of key players
- 4.10 Future competitive outlook

Chapter 5 Market Estimates & Forecast, By Product, 2021 - 2034 (USD Million) (Thousand Units)

- 5.1 Key trends
- 5.2 Shampoo
- 5.3 Conditioner
- 5.4 Skin powder

Scotts International. EU Vat number: PL 6772247784

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

- 5.5 Perfume
- 5.6 Cream
- 5.7 Oil
- 5.8 Lotion
- 5.9 Spray
- 5.10 Others

Chapter 6 Market Estimates & Forecast, By Size, 2021 - 2034 (USD Million) (Thousand Units)

- 6.1 Key trends
- 6.2 Small jars & bottles (<50 ml/1.7 fl.oz)
- 6.3 Standard consumer size (50 ml - 250 ml/1.7-8.5 fl.oz)
- 6.4 Professional sizes (250 ml - 500 ml /8.5)
- 6.5 Extra - large & commercial size (above 500 ml/)

Chapter 7 Market Estimates & Forecast, By Delivery, 2021 - 2034 (USD Million) (Thousand Units)

- 7.1 Key trends
- 7.2 Prescription
- 7.3 Over-the-counter (OTC)

Chapter 8 Market Estimates & Forecast, By Type/ingredient, 2021 - 2034 (USD Million) (Thousand Units)

- 8.1 Key trends
- 8.2 Natural/ organic
- 8.3 Chemical based & medicated

Chapter 9 Market Estimates & Forecast, By Pet Type, 2021 - 2034 (USD Million) (Thousand Units)

- 9.1 Key trends
- 9.2 Dog
- 9.3 Cat
- 9.4 Others

Chapter 10 Market Estimates & Forecast, By End Use, 2021 - 2034 (USD Million) (Thousand Units)

- 10.1 Key trends
- 10.2 Individual
- 10.3 Commercial

Chapter 11 Market Estimates & Forecast, By Distribution Channel, 2021 - 2034 (USD Million) (Thousand Units)

- 11.1 Key trends
- 11.2 E-commerce website
- 11.3 Hypermarkets & supermarkets
- 11.4 Pet specialty store
- 11.5 Pharmacies/drug stores
- 11.6 Pet grooming salons & spas
- 11.7 Other retail store (department stores, warehouse club, and discount stores)

Chapter 12 Market Estimates & Forecast, By Region, 2021 - 2034 (USD Million) (Thousand Units)

- 12.1 Key trends
- 12.2 Greece

Scotts International. EU Vat number: PL 6772247784

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

- 12.3 Italy
- 12.4 Spain
- 12.5 UK
- 12.6 Germany
- 12.7 France
- 12.8 Sweden
- 12.9 Denmark
- 12.10 Finland
- 12.11 Norway
- 12.12 Iceland
- 12.13 Rest of Europe

Chapter 13 Company Profiles

- 13.1 Aenorasis SA
- 13.2 Animology
- 13.3 Artero
- 13.4 Beaphar BV
- 13.5 Earthbath
- 13.6 George Georgiadis & Co
- 13.7 Groomers Limited
- 13.8 John Paul Pet
- 13.9 Mega Disposables SA
- 13.10 Pet Head
- 13.11 Pets Purest
- 13.12 PLIN Nanotechnology SA
- 13.13 Spectrum Brands
- 13.14 TropiClean
- 13.15 Wahl Clipper Corporation

Europe Pet Coat Care Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Market Report | 2025-05-27 | 280 pages | Global Market Insights

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	\$3250.00
	Multi User	\$4450.00
	Enterprise User	\$5750.00
		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="2026-02-20"/>

Signature

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com