Pet Oral Care Products and Services in the U.S., 2nd Edition

Description:

Pet Oral Care Products and Services in the U.S. examines the American market for oral care products and services for dogs and cats. The report focuses on products whose primary market positioning is oral care or dental health, such as teeth cleaning, gum massage, and breath freshening, including biscuits/treats, chew toys, toothbrushes and toothpaste, breath supplements, and so on. This distinction is typically made by the product name, as exemplified by Mars' Pedigree Dentastix or Kong Co.'s Proactive Care Dental Rawhide dog chews, or design, as with the toothbrush-shaped Greenies. This definition excludes the many products for which oral care is not a foremost market positioning even though they may offer oral care benefits, as is the case for many rawhide chews, dog biscuits, cat treats, dry pet foods, play toys, etc. For example, in the case of products sold through IRI-tracked channels, we have included in the sales tally only those products that can be clearly identified by name as oral care specific. The market sizing estimates presented herein, while representing the majority of sales, are therefore highly conservative and meant to be indicative of market trends rather than all inclusive.

On the services side, the report focuses on oral care services provided by veterinary offices, as well as teeth cleaning services provided by other pet care professionals. The services provided by veterinarians are wide ranging, from general dental prophylaxis (dental cleanings) and simple extractions, which are often performed by primary care veterinarians, to root canal therapy and other advanced oro-maxillary surgeries, which are available from dental specialists. The services provided by other pet care professionals are much more limited, usually restricted to teeth cleaning.

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