



# TRENDS & INSIGHTS

## PET PERSONAL CARE MARKET OVERVIEW

According to ResearchandMarkets, the Global Pet Grooming products market was valued at **\$4.53 million in 2020** and is expected to reach **\$6.09 million by 2027** at a CAGR of 4.7% from 2020-2027.<sup>1</sup>

### Pet Ownership

COVID-19 caused a spike in pet ownership. With limited or no social activities during the pandemic, many people adopted pets for companionship. According to the American Pet Products Association's 2021-2022 National Pet Owners Survey, in 2020, 70% of U.S. households own a pet, which equates to 90.5 million homes.<sup>2</sup> ASPCA's data from a nationally representative poll of 5,020 respondents found that close to 1 in 5 households acquired a cat or dog since the beginning of the COVID-19 crisis, which would account for approximately 23 million American households. The vast majority of these households still have that pet in the home - 90% for dogs and 85% for cats - and are not considering rehoming their pet in the near future.<sup>3</sup>





# TRENDS & INSIGHTS

## PET PERSONAL CARE MARKET OVERVIEW

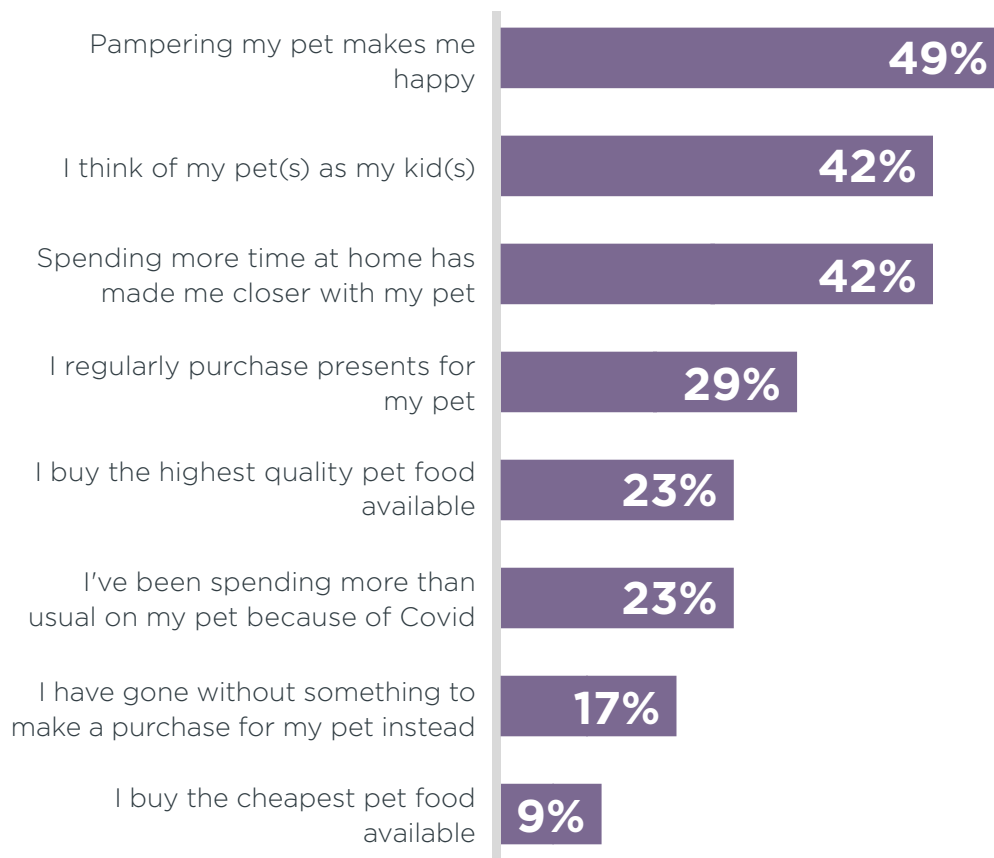
### Pet Parents

Pet owners often see their pets as children or as the first step toward starting a family. Millennials and Gen Z are driving this pet parent trend with popular terms such as “pet-renthood” and “fur babies.”

According to YPulse’s research, 76% of 20-38-year-olds have a pet, with over half reporting they have dogs and 35% owning cats. Half of 16-34-year-old pet owners say that pampering their pets makes them happy - in other words - for a significant number of Millennial pet parents, buying things for their pets could be qualified as a form of self-care.<sup>4</sup>



### Which statements about their pets do they agree with?<sup>4</sup>





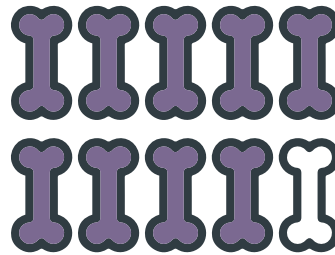
# TRENDS & INSIGHTS

## PET PERSONAL CARE MARKET OVERVIEW

This sentiment is echoed in Segmanta's The Big Pet Survey 2020 of more than 2,000 U.S. pet owners<sup>5</sup>:



**33%** of Gen Z-ers are more likely than other generations to view their four-legged friends as their own children



**9 in 10** Gen Z pet owners claim that having pets help them reduce their own stress, loneliness, and anxiety



**81%** of Gen Z-ers are also by far the most likely generation to celebrate their pets' birthdays



Almost a half (**46%**) of Gen Z pet owners also shared that having pets makes them feel safer and **43%** say that their pet teaches them to be more responsible



**43%** of Gen Z-ers dress up their pets for birthdays, holidays, and other festive occasions





# TRENDS & INSIGHTS

## PET PERSONAL CARE PRODUCT SPOTLIGHT

### PAMPERED PETS

Pet owners are projecting their human needs onto their pets. The humanization of pet care is a driving force behind innovation. Personal care products with an emphasis on luxury and natural hair care have trickled down to pet grooming as pets get pampered. The Global Pet Shampoo market size was valued at \$489.6 million in 2018, according to Grandview Research.<sup>6</sup>

#### Pride + Groom



Pride + Groom is an upscale “dog beauty” brand, which creates all-natural dog shampoos for different fur types, including The Shedder (heavy shedders), The Non-Shedders, and The Sensitive One (pets with sensitive skin). The brand also offers The Final Coat Conditioner and Proud signature scent. The products are formulated with a unique blend of essential oils and sustainable ingredients including avocado oil, calendula extract, coconut oil, flaxseed oil, jojoba seed oil, marshmallow root, and Vitamin E chosen for dogs’ specific coat and skin types. The Deluxe Doggy Bag and Luxe Gift bundle include a shampoo, conditioner, and scent.<sup>1</sup>

#### Ouai Fur Bébé



Ouai, the cult hair care brand by celebrity stylist Jen Atkin, relaunched Fur Bébé pet shampoo for dogs and cats, which is now a permanent addition. Fur Bébé was originally launched in 2018 as a limited-edition. The shampoo is formulated with skin friendly ingredients such as aloe vera, panthenol, rambutan seed extract, and vegetable protein and features Ouai’s signature hair care scent. The product is cruelty-free and free of gluten, parabens, phthalates as well as SIs and Sles.<sup>2</sup>

#### Untie Hair Doggy 'Poo Shampoo



Untie, the high-end, cruelty-free human hair care brand, has extended its range with the introduction of Doggy’Poo Shampoo and Detangler. The hypoallergenic dog shampoo highlights oatmeal and argan oil to nourish and moisturize dogs’ skin and relieve allergy symptoms such as dry skin, hot spots, and flea or tick problems. The proceeds go to San Diego Humane Society and Shelter to Soldier to protect and support homeless animals in need.<sup>3</sup>

#### Happy Hounds Dog Cologne



Queen Elizabeth joins the countless celebrities to release a fragrance, but hers has a slightly different target audience, pooches! Happy Hounds ‘Coastal Walk’ Dog Cologne (£9.99) is a luxurious, rich creation of an alluring musky aroma, with hints of citrus bergamot that transports you to those brisk walks in the sand with your four-legged companion. And don’t fret, it’s unisex, so all fur babies can enjoy it. But if you want to pamper your pup, you’ll have to travel to Sandringham Palace’s gift shop at The Palace.<sup>4</sup>



# TRENDS & INSIGHTS

## PET PERSONAL CARE PRODUCT SPOTLIGHT

### CLEAN BEAUTY FOR PETS

Following in humans' clean beauty footsteps, pet parents expect their pet shampoos to be formulated with clean, skin-friendly ingredients such as aloe vera, hemp, and olive oil. To meet the demand, pet brands have introduced a variety of clean hair care pet products.

#### Rowan Pet Care



Rowan is a “clean” dog care brand marketed like a “clean” beauty brand. Rowan co-founders Michelle Arnau and Sally Clarke partnered with board-certified veterinary dermatologist Dr. Anthea Schick to develop the five SKU collection. The line includes Fur Wash, Hair Wash, Dry Shampoo, Coat Refresh, and Coat Shimmer made with human-grade ingredients like aloe vera, avocado oil, baking soda, coconut oil, and tapioca starch. The products are free from harsh chemicals, sulfates, parabens, silicones, and dyes.<sup>5</sup>

#### Pretty Pup CBD Shampoo



Paw CBD offers two new dog shampoos: Pretty Pup CBD and Itchy Pup Shampoo. The Pretty Pup CBD Shampoo (shown) features olive oil, hemp-derived CBD oil, green tea, and cucumber to “ensure [dogs] are always relaxed and comfortable after their bath.” The Itchy Pup CBD shampoo is formulated for pups with sensitive skin and is fragrance free with gentle ingredients including olive oil, oatmeal, honey, and hemp-derived CBD.<sup>7</sup>

#### HAPPYBOND x Ziggy Marley



HAPPYBOND and Ziggy Marley have collaborated on the HAPPYBOND x Ziggy Marley pet collection of earth-friendly biodegradable hair care products for dogs. There are three products available: Deep Clean Shampoo (shown), Leave In Conditioner, and No Wash Refresher. All products are free of sulfates, parabens, phthalates, synthetic fragrances, gluten, mineral oil, and silicone and feature peppermint and rosemary essential oils. The “clean beauty” shampoo is specially pH balanced for dog skin and is made with mango and banana fruit extracts, Pro-Vitamin B5, and hemp protein while the leave in conditioning spray is formulated with skin calming and moisturizing oat and almond proteins and “a nutrient rich moisturizing sugar complex that is extracted from dried apples.” The refresher is fortified with Pro-Vitamin B5 and enriched with avocado oil, aloe, jojoba, and hemp protein.<sup>6</sup>



# TRENDS & INSIGHTS

## PET PERSONAL CARE PRODUCT SPOTLIGHT

### CLEAN BEAUTY FOR PETS

Following in humans' clean beauty footsteps, pet parents expect their pet shampoos to be formulated with clean, skin-friendly ingredients such as aloe vera, hemp, and olive oil. To meet the demand, pet brands have introduced a variety of clean hair care pet products.

### Amorepacific Pet Shampoos



In South Korea, Amorepacific has released two types of non-fragrance pet shampoos to address the country's six million households with animal companions. The shampoos are "made to match the sensitive skins of animals using vegan-certified materials and are safe for pets to lick their hair after washing."<sup>8</sup>





# TRENDS & INSIGHTS

## PET PERSONAL CARE PRODUCT SPOTLIGHT

### PRODUCTS FOR PET OWNERS

In addition to pet products designed for pets, consumer brands are designing specific products to meet pet owners' human needs.

#### Bounce Pet Hair And Lint Guard Dryer Sheet



Bounce Pet Hair and Lint Guard Dryer Sheets are specifically designed for pet owners and it “repels pet hair from clothes so pet owners can love their pet without wearing fur on their clothing.” According to Bounce these sheets have 3X more hair and lint fighting ingredients than the leading dryer sheet.<sup>9</sup>

#### Village Candle Fur-Ever Friends Candle



Village Candle introduced the Furry Friends candle collection for pet owners. The collection includes four scents: Fur-ever Friends (shown), Ruff & Tumble, Some Bunny to Love, and You Gotta Be Kitten. The Fur-ever Friends candle features black vanilla, patchouli, and sandalwood while the Ruff & Tumble highlights white incense, musk, clary sage, balsam, and lavender. The Some Bunny to Love candle contains notes of Lily of the valley, coconut milk, jasmine, and rose petals and the You Gotta Be Kitten has juniper berry, lime, and citrus peel accords.<sup>10</sup>

#### Hawaiian Tropic Scented Poop Bag



In response to the pandemic pet adoption boom, last summer, Hawaiian Tropic designed a “scented poop bag” as a limited-edition for pet owners. It launched on the first day of summer as a “creative and quirky” reminder for pet owners to apply sunscreen when walking their dogs. At the time, Hawaiian Tropic offered a special discount code for the brand’s sunscreen products.<sup>11</sup>





# WE MAKE NATURE WORK™

---

## Think Lebermuth for your next project

Consumers' growing demand for clean, natural, and sustainable ingredients is rapidly evolving across industries, including pets. Lebermuth has been a trailblazer in high-quality, natural ingredients, sourced directly from our partners all over the world since 1908. This provides us with an extensive palette of aromatic materials to design high-quality, consistent, natural fragrances, and flavors that evoke consumers' emotions while meeting every changing regulatory demand.

We specialize in Personal Care, Baby Care, Home Fragrance, Aromatherapy, and Household Cleaning. We are your partner, not a vendor. Let's collaborate on how to help your brand grow.



---

## Endnotes

1. <https://www.researchandmarkets.com/reports/5437862/global-pet-grooming-products-market-size-trends>
2. [https://www.americanpetproducts.org/press\\_industrytrends.asp](https://www.americanpetproducts.org/press_industrytrends.asp)
3. <https://www.aspc.org/about-us/press-releases/new-aspc-survey-shows-overwhelming-majority-dogs-and-cats-acquired-during>
4. <https://www.ypulse.com/article/2020/08/24/76-of-millennials-are-pet-parents-heres-what-theyve-been-buying-for-them/>
5. <https://segmanta.com/blog/gen-z-ers-pet-ownership-redefined/>
6. <https://www.grandviewresearch.com/industry-analysis/pet-shampoo-market>

## Product sources

1. <https://prideandgroom.com/pages/the-core-four> & <https://www.glossy.co/beauty/luxury-dog-beauty-is-officially-a-thing-thanks-to-pampered-pandemic-pets>
2. <https://theouai.com/collections/pet> & <https://www.glossy.co/beauty/ouai-ventures-back-into-dog-products-with-32-shampoo-for-pampered-pets/>
3. <https://unitehair.com/products/doggy-poo> & [https://www.petbusiness.com/new-products/unite-hair-doggy-poo-shampoo/article\\_9d6a1ebc-10bf-11ec-9562-e3cef217e322.html](https://www.petbusiness.com/new-products/unite-hair-doggy-poo-shampoo/article_9d6a1ebc-10bf-11ec-9562-e3cef217e322.html)
4. <https://www.cosmopolitan.com/entertainment/celebs/a39104819/queen-elizabeth-fragrance-dogs-smells-like-coastal-walks/>
5. <https://www.gcimagazine.com/brands-products/hair-care/news/21875732/rowan-clean-beauty-for-dogs> & <https://www.gcimagazine.com/brands-products/hair-care/news/21952704/rowan-pet-care-x-carbon-beauty-release-pet-grooming-line>
6. <https://happybond.com/collections/grooming> & <https://www.youtube.com/watch?v=xwmtc9Mtlws>
7. <https://www.pawcbd.com/dogs/cbd-topicals-for-dogs/cbd-shampoo-for-dogs.html> & <https://www.pawcbd.com/blog/post/paw-cbd-launches-new-products-with-cbd-for-dogs-and-cats>
8. <https://www.ajudaily.com/view/20211115093913017>
9. <https://news.pg.com/news-releases/news-details/2020/New-Bounce-Pet-Dryer-Sheets-Keep-Pet-Families-Fur-Free/> & <https://www.bouncefresh.com/en-us/shop-products/dryer-sheets/pethair-lint-mega-sheet-fresh-scent>
10. <https://www.giftsanddec.com/business-news/stonewall-kitchen-releases-new-collections/> & <https://www.stonewallkitchen.com/fur-ever-friends-candle-4130011.html>
11. <https://www.retaildive.com/news/retail-therapy-target-rolls-the-dice-on-a-themed-monopoly-set/602446/> & <https://www.prnewswire.com/news-releases/hawaiian-tropic-creates-a-clever-way-to-remind-people-to-apply-sunscreen-before-walking-their-dog-301316618.html>





# WE MAKE NATURE WORK™

## REQUEST SAMPLES

Indulge your senses with Lebermuth fragrances.



[lebermuth.com/sample-request](https://lebermuth.com/sample-request)

## CONTACT

Let's create your winning fragrance.



[lebermuth.com/contact-lebermuth](https://lebermuth.com/contact-lebermuth)

email: [info@lebermuth.com](mailto:info@lebermuth.com)

office: 800.648.1123

**The Lebermuth Company**  
South Bend, Indiana USA  
800.648.1123  
[lebermuth.com](https://lebermuth.com)

