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Pet dental care: Evolving for convenience and better health

A category that used to consist mostly of bone-type products for dogs, pet dental care has expanded to include more nuanced options for dogs and cats.

BY LINDSAY BEATON



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The global pet dental treats market grew to US\$409.3 million in 2024, according to data from Grand View Research. It's smack in the middle of a gentle curve upward since at least 2018, when the market was valued at roughly

genre curve upward since at least 2018, when the market was valued at roughly US\$250 million, and projected out to 2030 with a value of US\$493.6 million.

The growth is attributable to several factors, but the top drivers are simple: consumer knowledge and need.

“Awareness for pet dental health is growing, but the category has long been dominated by products that require brushing or by treats with questionable efficacy,” said Dr. Greg Reinhart, Ph.D., vice president, research and development for pet supplements company Pet Honesty. “For cats in particular, many products are either too medicinal or simply not readily accepted by cats which results in poor compliance. The space needs more science-backed innovation that prioritizes both efficacy and palatability.”

Fortunately, the pet space is listening, and pet dental is evolving beyond mechanical options (such as dental bones) to include products like supplement chews, functional foods and add-in powders.

Powders: the latest in pet dental options

The top benefit of evolving product options in the pet dental space is that the methods of delivery are becoming more convenient — a top priority of pet owners.

“Pet oral health is an important part of overall pet health and wellness, but it is a part that many pet owners ignore,” said a 2025 Packaged Facts report, Pet health and wellness: U.S. pet market trends and opportunities. “Although well over half of pet owners in Packaged Facts’ November 2024 survey agree that their pet’s oral/dental health is important to them, relatively few use any pet oral health products aside from dental treats or chews. Packaged Facts survey results show that ease of use and high cost are two of the factors dissuading pet owners from using pet dental care products.”





Evolving research in biotics has led to innovations in the pet dental space, such as this postbiotic powder geared toward oral health.

Courtesy Other Half

One of the top options now available is dental powders, which are easy to mix into pet meals and have the added psychological bonus of feeling like a meal customization option.

In May 2025, dog toys and treats company Woof launched Doggy Dental Mix, a just-add-water mix designed to make pet oral care effortless. Meant to combine with their pupsicle product, the mix aims to incorporate oral care into daily play.

“This is more than just a product launch for Woof — we’re tackling a major gap in pet health by merging playtime with dental hygiene, and changing consumer behavior in the process,” said Daniel Haarbarger, founder of Woof, in the product launch’s press release. “Most owners find brushing their dogs’ teeth tedious and difficult, meaning that a lot of the time, it just doesn’t happen. However, by making it both easy and convenient for the owner and enjoyable and effective for the dog, we’re taking a massive step forward in our mission to reinvent everyday pet care.”





Cats are getting more love in the dental space, like with these Fresh Breath Dental Bites, which focus on cats' textured-driven palatability needs as well as their dental health. *Courtesy Pet Honesty*

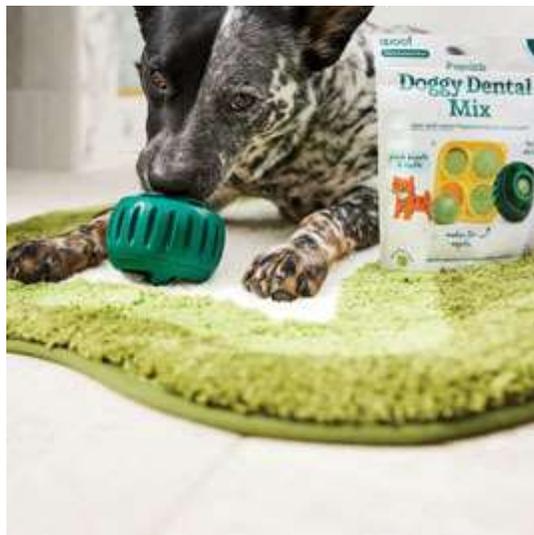
Science is playing a significant role in the latest products, as evidenced by pet supplement company Other Half's latest product release, a powder featuring a canine oral health postbiotic.

"Doggie Dental is a first-of-its-kind oral health powder featuring a patent-pending Canine Oral-Health Postbiotic (COHP) — a breakthrough ingredient developed specifically for dogs' dental needs," said Mike Watts, co-founder and CEO of Other Half. "Unlike traditional dental products that only scrub the surface or mask odors, COHP works deeper, targeting the root cause: the oral microbiome. This complex ecosystem plays a critical role in everything from plaque buildup to bad breath. Backed by three independent, placebo-controlled clinical trials, COHP is the most rigorously validated oral-health ingredient available for pets."

Supplement company Fera Pets has also focused on the latest microbiome research to enhance their own dental powders.

"We are seeing pet parents look for clean-label dental solutions that go beyond surface cleaning to support overall wellness," said Dr. Michelle Dulake, CEO of Fera Pets. "There is growing awareness of the oral microbiome's role in health, and people want products that address the root of dental concerns, not just mask them. Our Dental Support powder aligns with this shift by using clinically studied postbiotics and enzymes like Bactase Pet, Oravestin and *Lactiplantibacillus plantarum* CECT 9161, which have all demonstrated in clinical trials the ability to reduce bacteria in the mouth that contribute to bad breath and the formation of plaque and biofilms. It's part of a broader trend of integrating effective, holistic health practices into daily pet care."





Companies are looking to blend innovation with interaction, as pet owners aim to bond with their pets even when providing them with wellness benefits. *Courtesy Woof*

Dogs aren't the only ones getting some love. Amid the cat product boom of 2024 and 2025 (so far), dental products are coming out to help feline pet parents keep up with their animals' oral health, too.

"First, more cat parents are prioritizing preventive wellness, especially oral care, but are frustrated by the lack of convenient options," said Reinhart. "Traditional brushing is difficult with most cats, and many solutions on the market feel like dog products adapted for felines."

In early 2025, Pet Honesty banked on the popularity of its Fresh Breath Dental Powder for dogs to launch the same for cats.

"Dental powder offers an easy alternative to brushing because it just needs to be mixed into your pet's food," said Reinhart.

Continued market growth on the horizon

The overall pet dental health market, which includes both products and services, is also expanding, expected to grow at a CAGR of 6.55% from 2025 to 2033 (US\$2.59 billion in 2024 to US\$4.53 billion in 2033) in the U.S. alone, according to Grand View Research's U.S. pet dental health market size and trends report.



More on pet health: Veterinary pet diet trends

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“The rise in pet dental diseases, increased awareness among pet owners about preventing painful dental conditions, a surge in veterinary dental check-ups and procedures, the introduction of innovative pet oral care products by leading companies and the growth in pet ownership rates are key factors contributing to the market expansion,” said the report.

According to data from the Riney Canine Health Center at Cornell University, 80% to 90% of dogs over the age of three have some component of periodontal disease, increasing with age and worse in smaller breeds.

“The pet dental space is overdue for innovation,” said Watts. “Overall, most solutions don’t address the real problem, which is the bacterial biofilms in the mouth that lead to plaque, tartar and bad breath. The space is too focused on surface-level fixes instead of tackling the underlying cause.”

Science and convenience will continue to drive said innovation.

“I see the future of dental care for pets moving toward a more holistic, microbiome-focused approach,” said Dulake. “Pet parents are becoming more educated about the connection between oral health, gut health and immune function. Products that work beyond surface cleaning and support long-term dental wellness will continue to gain traction. I also believe we’ll see a shift toward solutions that fit seamlessly into daily routines without stress for pets or owners. It is an exciting time in pet dental health, and I’m hopeful we will see more science-backed, gentle and effective options.”

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