

LovedPack Publishes the Dog Beauty Index 2026, Examining What Comes Next for Premium Dog Care

Research across 100 premium dog-care products and 30 brands finds systems are already present, while recurring care remains far less defined.

LOS ANGELES, CA, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- LovedPack has published The [Dog Beauty Index 2026](#), an original category study examining 100 premium topical dog-care products across 30 brands accessible to U.S. consumers.



The Four-Step Dog Beauty Ritual

The research arrives as dog care moves further into the beauty conversation. Cosmopolitan has described the emerging phenomenon as "Sephora Dogs." Vogue Business has asked whether pet care could become beauty's next luxury opportunity. [BeautyMatter](#) has been tracking prestige dog care as it moves beyond traditional pet channels and into the broader beauty and wellness ecosystem.

The Dog Beauty Index 2026 asks a different question: beyond packaging, fragrance and prestige positioning, how much does premium dog care actually behave like beauty?

LovedPack began the research expecting to find a shortage of structured dog-care systems. The data complicated that assumption. Of the 30 brands analyzed, 12 already had what the Index classified as an explicit system or routine, while five demonstrated strong recurring cadence across distinct product roles. That distinction became the central finding of the research: an assortment organizes choice, a system organizes sequence, and cadence organizes time.

"We thought the whitespace might simply be the system," said Elbano Parilli, founder of LovedPack. "What surprised us was finding that systems are already here. The less-developed question is time, when does each kind of care belong, and when does it come back?"

The product data reinforced that idea. The sample contains shampoos, conditioners, leave-ins,

powders, oils, wipes, fragrances, treatments and finishing products, yet care remains heavily concentrated around bath day, while relatively few products give consumers an explicit recurring-frequency instruction.

For LovedPack, the finding points to a larger distinction between grooming and dog beauty. "The point is not to give dogs more products," said James Jarman, founder of LovedPack. "It's to make care clearer, the right care for the right moment, at the right frequency."

LovedPack products were intentionally excluded from the 100-product dataset. The Index is a purposeful category analysis rather than a statistically representative census of the entire U.S. dog-care market, and it doesn't rank brands or identify a category winner.

The full Dog Beauty Index 2026, including methodology, charts and the downloadable public dataset, is available at [LovedPack.com](https://www.lovedpack.com).

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