

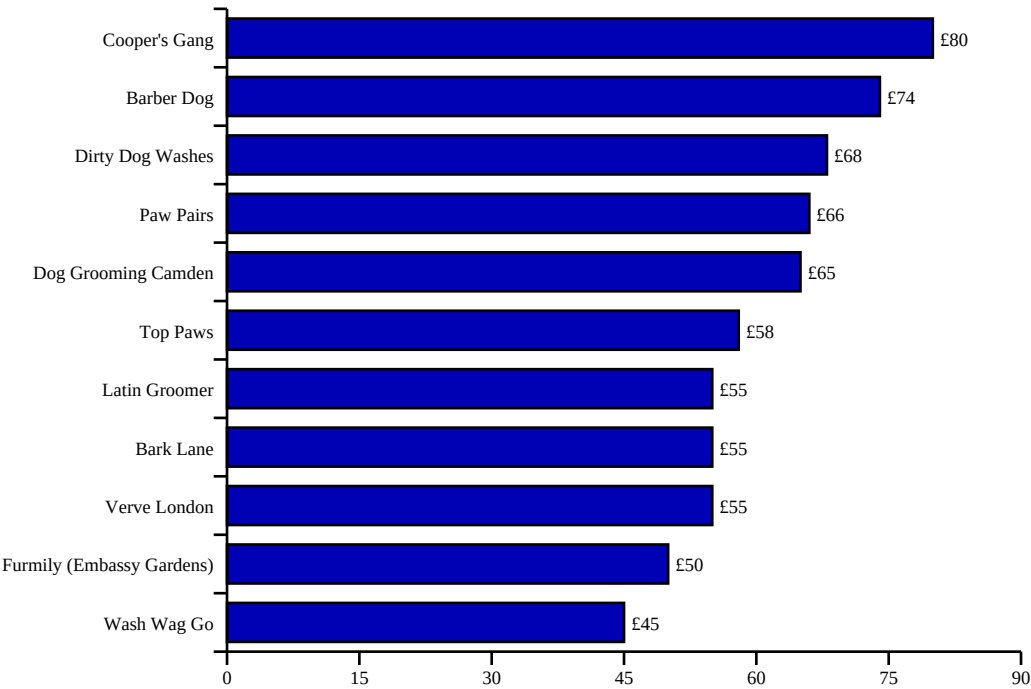
# Dog grooming prices in London and the South East: what 11 groomers publish (October 2026)

Prepared by TCH Works · tchworks.co.uk · prices checked on each groomer's own website on 21 Oct 2026. This is a free sample of our competitor price snapshot service.

## Key findings

- The cheapest published full groom for a small dog in this sample is **£45** and the dearest is **£80**. The middle (median) price is **£58**.
- In London the median starting price is about **£66** across 8 groomers. The two Kent groomers start at £45 and £55.
- Six groomers publish a separate price for large dogs. Those start between **£75** and **£112**, with a median of **£80**: between £17 and £44 more than the same groomer's small-dog price.
- Nail clipping on its own is almost always **£15** (six of seven groomers that list it; one charges £12). Ultrasonic teeth cleaning is usually **£30** a session, with first sessions at £45 to £80.
- Every groomer quotes "from" prices. Coat type, matting and temperament push the final bill up, and several publish surcharges (for example £20 for severe matting, or £12 per 15 minutes of de-matting).

## Starting price for a small-dog full groom



## Full price table

| Groomer                   | Area                       | Small / entry | Large | What the page says                                |
|---------------------------|----------------------------|---------------|-------|---------------------------------------------------|
| Wash Wag Go               | Canterbury, Kent CT4 5HR   | £45           | -     | Full groom 'starting at'; no size split           |
| Furmily (Embassy Gardens) | Battersea, London SW11 7AY | £50           | -     | Dog grooming listed at £50; no size split         |
| Verve London              | Notting Hill, London       | £55           | -     | Dog grooming 'from'; full scissor groom from £110 |

| Groomer             | Area                       | Small / entry | Large | What the page says                                              |
|---------------------|----------------------------|---------------|-------|-----------------------------------------------------------------|
| Bark Lane           | Swanley, Kent BR8 7LN      | £55           | £75   | Small £55, medium £60, large £75, giant £90; prices include VAT |
| Latin Groomer       | Bow, London E3 5ES         | £55           | £75   | Small £55 to giant £95 (five sizes)                             |
| Top Paws            | London / South East        | £58           | £75   | Small from £58, medium from £65, large from £75                 |
| Dog Grooming Camden | Holloway, London N7 0BL    | £65           | £85   | Small £65, medium £70, large £85, extra large £110              |
| Paw Pairs           | Tooting, London SW17 0NY   | £66           | -     | Full groom 'from'; no size split                                |
| Dirty Dog Washes    | Willesden, London NW10 3NS | £68           | £112  | Smooth-coat prices; fluffy coats from £88 small, £122 large     |
| Barber Dog          | Fulham, London SW6 5PU     | £74           | -     | Full groom 'from'; signature full groom from £82                |
| Cooper's Gang       | Fulham, London SW6 5HQ     | £80           | £100  | Full groom XS £75, S £80, M £90, L £100, XL £120                |

## What this means if you are pricing a grooming business

- A small-dog full groom priced around **£55 to £65** sits in the middle of this market. Below £50 you are among the cheapest; above £75 you are competing with Fulham boutique salons that sell an experience (fragrance, treats, longer appointments).
- Publish a separate large-dog price. Five of the eleven groomers here show only one "from" figure, which leaves owners of bigger dogs guessing and phoning around.
- Add-ons are priced almost identically everywhere (£15 nails, £30 teeth). They are not where groomers compete, so match the market and keep it simple.
- Outside London, prices in this sample start about £10 to £20 lower. Check your own town before copying London prices; our paid snapshot covers the area you choose.

## Method and limits

We took every dog groomer in London, Essex, Hertfordshire, Kent and Suffolk listed on OpenStreetMap with a website (47 websites), read each site, and kept the 11 that publish a clear full-groom price. Each figure was read from the page linked in the table on 21 Oct 2026. We did not phone anyone or use booking systems. Prices are "from" prices for a standard coat and may change at any time. Eleven groomers is a small sample, so treat the figures as a guide, not a survey. The full data is in the CSV that comes with this report.

**Want this for your trade and your town?** A competitor price snapshot (up to 15 local competitors, table, chart and a one-page summary) is £45. A fuller report with up to 30 competitors and what they offer is £120. Email [tchworks.shop@agentmail.to](mailto:tchworks.shop@agentmail.to) or visit [tchworks.co.uk/services/market-research/](http://tchworks.co.uk/services/market-research/)