

Pet Fitness Care Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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Abstracts

The Global Pet Fitness Care Market reached a valuation of USD 5.9 billion in 2023 and is projected to grow at a 6.4% CAGR from 2024 to 2032, fueled by technological advancements that allow pet owners to monitor their pets' activity and well-being. Rising animal healthcare spending and a significant increase in pet ownership further support this market expansion. Pet owners are increasingly investing in veterinary care, treatments, and specialized fitness services to ensure the health and happiness of their animals. The growing trend of pet wellness and initiatives from veterinary organizations to promote exercise and agility training are prompting pet owners to seek regular fitness services and products.

This shift reflects a heightened awareness of the need for pets to maintain physical fitness, mirroring the human wellness movement and encouraging owners to prioritize their pets' health. Segmented by component, the market includes services, equipment, and software. The services sector leads this market and is forecasted to grow at a 6.6% CAGR through the forecast period. This category covers a range of offerings, such as agility training, outdoor exercises, fitness assessments, and other wellness services. The growing need for professional pet fitness and wellness facilities is driven by the growing awareness of obesity and other health issues affecting pets. Additionally, urbanization and busy lifestyles contribute to the increasing reliance on external fitness solutions for pets, as owners seek tailored exercise and wellness plans to support their pets' health. The market is further divided by pet type into categories like dogs, cats, and others. Dogs represent the largest share, accounting for 72.2% of the market in 2023, as they generally require more physical activity than other pets.

This drives demand for fitness-related products and services tailored specifically for dogs, which help address health concerns like obesity, joint issues, and cardiovascular health. An extensive array of fitness products, from specialized equipment to health-monitoring apps, is widely available, supporting segment growth. U.S. holds a leading

position in the pet fitness care market and is projected to maintain its dominance with a 6.1% CAGR. A strong focus on pet health and wellness in the country, combined with awareness of obesity risks in pets, has heightened the demand for fitness products and services, particularly for dogs. The U.S. market benefits from cutting-edge technology, diverse fitness equipment options, and a vast retail and online distribution network. Rising disposable income and shifting consumer preferences ensure that the U.S. will continue to lead in the pet fitness care sector, fostering ongoing growth and innovation.

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