

Pet Services Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Pet Services Market was valued at USD 89 billion in 2024 and is estimated to grow at a CAGR of 7.3% to reach USD 179.8 billion by 2034. This growth is largely driven by the increasing incidence of chronic health issues in pets, such as arthritis, diabetes, and obesity, which prompts a higher demand for routine check-ups, rehabilitation care, and specialty treatments. Pet owners are placing more importance on wellness and hygiene, resulting in a spike in professional grooming, veterinary visits, and insurance enrollments.

Additionally, the shift toward digital tools - such as virtual vet appointments and online booking systems - has enhanced the accessibility of care services. This tech-driven transformation, combined with rising pet ownership and humanization trends, is strengthening the pet care service ecosystem across global markets. Pet services encompass a wide range of offerings tailored to companion animals' needs, both medical and non-medical. These include grooming, veterinary care, daycare, boarding, and training. Expanding insurance coverage has further boosted access to premium services.

In parallel, the veterinary healthcare sector is undergoing a digital transformation that is redefining how pet services are delivered and accessed. The growing integration of teleconsultations is not only improving convenience for pet owners but also ensuring timely medical intervention, especially in remote or underserved areas. Smart health tracking devices, including wearable collars and implantable sensors, are enabling real-time monitoring of pets' vital signs, activity levels, and behavioral changes - empowering both veterinarians and owners with actionable insights.

The veterinary medical services segment generated USD 26.4 billion in 2024 and is

projected to reach USD 50.8 billion by 2034, growing at a CAGR of 6.8%. This segment includes general medical care, specialized treatments, and emergency services. A growing population of pets combined with increasing occurrences of both infectious and chronic conditions is accelerating the demand for veterinary care. Additionally, rising pet humanization in urban settings is influencing spending patterns, as more households allocate budgets for premium pet services and products. Improvements in healthcare infrastructure are making advanced veterinary care more accessible to pet owners. As a result, medical services remain a foundational pillar in the overall market, supported by growing awareness and willingness to invest in pet health.

The dogs segment held a 55.9% share in 2024 fueled by the widespread adoption of dogs as companion animals and the increasing emotional bond shared between pets and owners. Dog owners are spending more on high-quality services such as daycare, grooming, and health checkups, reinforcing the value of comprehensive pet care. The demand for breed-specific grooming, specialized training, and advanced healthcare options continues to surge. Additionally, the expansion of commercial pet care establishments and the emergence of digital service platforms have made dog-related services more convenient and accessible, solidifying their position in the global market.

North America Pet Services Market generated USD 35.7 billion in 2024 and is expected to reach USD 69.4 billion by 2034, with a CAGR of 6.9%. The region's leadership stems from its highly developed pet care infrastructure, increasing pet ownership, and heightened awareness about pet well-being. Countries across the region are seeing a surge in demand for high-end services such as preventive veterinary care and personalized grooming. The growth is also propelled by widespread access to modern veterinary clinics, premium service chains, and digital pet care solutions. Moreover, pet owners are actively engaging with technology-driven platforms to schedule and manage services. Regional companies are expanding service portfolios and capitalizing on consumer preferences, which is contributing to consistent market expansion.

Prominent players in the Global Pet Services Market include IDEXX Laboratories, Dogtopia, PetIQ, VIP Petcare, Petfirst Healthcare, PetSmart, Hartville Group, Vetcor, Anicom Holding, The Barkley Pet Hotel & Day Spa, DogVacay, Mars, K9 Resorts, Rover, Figo Pet Insurance, Hollard, Ethos Veterinary Health. To strengthen their market positioning, companies in the pet services space are investing in service diversification and digital transformation.

Many are adopting app-based platforms and telehealth services to streamline customer

experiences and increase service convenience. Strategic partnerships with veterinary networks, insurance providers, and tech firms help expand their service footprint while also improving care quality. Firms are also launching wellness programs and subscription-based models to enhance customer loyalty and recurring revenue streams. Moreover, continuous training programs for veterinary and care staff are elevating service standards.

Companies Mentioned

Anicom Holding, Dogtopia, DogVacay, Ethos Veterinary Health, Figo Pet Insurance, Hartville Group, Hollard, IDEXX Laboratories, K9 Resorts, Mars, Petfirst Healthcare, PetIQ, PetSmart, Rover, The Barkley Pet Hotel & Day Spa, Vetcor, VIP Petcare

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