

# **Pet Furniture Market Report by Product (Beds and Sofas, Houses, Trees and Condos, and Others), Application (Cats, Dogs, and Others), Distribution Channel (Specialty Stores, Supermarkets and Hypermarkets, Online Stores, and Others), and Region 2024-2032**

<https://marketpublishers.com/r/P3FD354C64FEEN.html>

Date: September 2024

Pages: 136

Price: US\$ 3,899.00 (Single User License)

ID: P3FD354C64FEEN

## **Abstracts**

The global pet furniture market size reached US\$ 3.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 5.4 Billion by 2032, exhibiting a growth rate (CAGR) of 4.3% during 2024-2032. The rising trend of pet humanization, especially among the millennial population, is primarily driving the market.

### **Pet Furniture Market Analysis:**

**Major Market Drivers:** As domestic animals are treated like family members, there is a rise in spending on travel accessories, beds, clothing items, toys, collars, leashes, medicine, gifts, bowls, grooming and veterinary services, etc., which is primarily fueling the market.

**Key Market Trends:** The increasing focus of key players on multifunctional and stylish product innovation to meet consumer preferences is one of the emerging trends bolstering the market. Additionally, they are also adopting natural and environment-friendly raw materials, including banana leaves and jute, which is acting as another significant growth-inducing factor.

**Competitive Landscape:** Some of the pet furniture companies in the global market include Custom Quality Pet Furniture LLC, Furhaven Pet Products, Go

Pet Club LLC, Inter IKEA Holding B.V., Luxury Pet Furniture Ltd, MidWest Homes For Pets, North American Pet, Pet Gear Inc., PetPals Group Inc., Prevue Pet Products Inc., Shanghai Senful Pet Products Co. Ltd., and Ware Pet Products, among many others.

**Geographical Trends:** The elevating number of e-commerce platforms is bolstering the market in North America. Moreover, the growing popularity of bringing and keeping pets in offices is further augmenting the market in Asia Pacific. Apart from this, the easy availability of product variants in numerous sizes, shapes, and colors is also catalyzing the market in Europe. Furthermore, the inflating disposable income levels of individuals are positively influencing the market in Latin America.

**Challenges and Opportunities:** One of the key challenges hindering the market is the high cost of premium products. However, the introduction of optimal materials and efficient production methods to make quality pet furniture more affordable for a broader range of consumers is expected to fuel the market over the forecasted period.

## Pet Furniture Market Trends:

### Increasing Pet Humanization

The rising adoption of pets as family members by individuals is one of the key factors bolstering the market. According to a survey published by the Pew Research Center in July 2023, approximately 62% of people in the U.S. own a pet, including about a third, i.e., 35%, who have more than one. Moreover, nearly 51% of pet owners not only consider their pets to be a part of their family but also said that they are as much a part of their family as a human member. This trend has led to a surge in demand for comfortable, high-quality, and stylish furniture that caters to the comfort and aesthetic preferences of both pets and their owners, thereby augmenting the pet furniture market share. For example, in June 2024, Pawsy Clawsy introduced human-grade dog beds that offer a unique combination of relief, support, and sustainability. Furthermore, in March 2024, IKEA developed UTSÅDD, a lively pet collection created with input from pet product experts and veterinarians to ensure the relevance of each offering. The playful collection of 29 products is based on research on daily life, behaviors, as well as preferences of cats and dogs at home. It also focuses on four different activities, namely sleep, eat, play, and hide. These innovations are projected to catalyze the pet furniture

market demand over the foreseeable future.

### Focus on Sustainability

The inflating environmental consciousness among individuals is acting as a significant growth-inducing factor. Consumers are becoming more eco-friendly and seeking products manufactured from sustainable materials. For example, in August 2023, Orvis, one of the prominent retailers in home and travel dog products, fly-fishing, and outdoor apparel, announced the launch of its RecoveryZone dog beds with a non-toxic four-inch medium-density solid foam base topped with a one-inch SereneFoam™ layer. The combination also creates airflow and breathability that better regulates the body temperature of dogs. This, in turn, is elevating the pet furniture market revenue. Moreover, in February 2024, Catenary, one of the contemporary cat furniture brands, introduced its latest innovation, the Bloom Cat Scratcher, produced with sustainable designs to meet the preferences of pet owners. Similarly, in February 2024, Catalyst Pet unveiled its novel sustainable, high-performing, and Douglas fir wood-based small animal bedding that exhibits advanced hypoallergenic properties. Besides this, the rising popularity of the design-centric approach is contributing to the market. For example, in June 2024, ERGO PURRCH developed a desk-mounted cat bed specifically created to keep cats close to their owners during work hours. It offers easy installation, a 360-degree rotating arm, options for hand-woven or wooden beds made from FSC-certified wood, support of up to 45 lbs, etc. It aims to improve home office environments by combining pet comfort and owner convenience, thereby influencing the pet furniture market outlook.

### Rising Technological Integration

Continuous novel advancements are propelling the market. Innovations such as temperature-controlled pet beds, self-cleaning litter boxes, and app-connected pet furniture are becoming increasingly popular. For instance, in May 2024, Petitbuds introduced its online store where pet owners can shop for a wide range of quality pet items, with a specific focus on dog and cat accessories, toys, fun everyday essentials, etc. One of the items includes a pet cooling mat in several sizes and colors that prevent dogs and cats from overheating during the summer months. Another popular item is its 3.5L automatic smart pet food dispenser, which usually allows pet owners to schedule their pet's feeding times without having to feed them each meal manually. This feeder also let's pet owners record their voices to call pets at mealtimes, thereby making it more personalized and effective. Additionally, these products cater to tech-savvy pet owners who value convenience and optimal functionality in their pet care routines,

which is one of the pet furniture market price trends fueling the market. For example, in January 2024, one of the consumer tech startups, Pawport, introduced its first motorized pet door and a companion app that allows for curfew, scheduling functionality, remote control and management, etc.

#### Global Pet Furniture Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with the pet furniture market forecast at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on the product, application, and distribution channel.

#### Breakup by Product:

Beds and Sofas

Houses

Trees and Condos

Others

The report has provided a detailed breakup and analysis of the market based on the product. This includes beds and sofas, houses, trees and condos, and others.

Beds and sofas for pets are designed for comfort and often feature memory foam, orthopedic support, and stylish fabrics, catering to the growing trend of pet humanization. Houses offer sheltered spaces for pets, ranging from simple indoor tents to elaborate outdoor kennels with insulation and heating. Trees and condos, primarily for cats, provide vertical space for climbing, scratching, and lounging, incorporating multiple levels, sisal-wrapped posts, and cozy nooks. Other products include innovative items such as portable playpens, pet stairs, and multifunctional furniture that integrates pet accommodations seamlessly into home decor. According to the pet furniture market statistics, these examples illustrate the diverse and evolving landscape of the pet furniture market, driven by the increasing focus on pet comfort and well-being. For example, in May 2024, Swedish furniture brand IKEA partnered with rehoming center Woodgreen Pets Charity to launch its first product range for pets, which includes rattan beds and patterned soft toys.

### Breakup by Application:

Cats

Dogs

Others

The report has provided a detailed breakup and analysis of the market based on the application. This includes cats, dogs, and others.

Furniture designed for cats often includes products such as climbing trees, condos, scratching posts, and cozy hiding spots, catering to their natural instincts to climb, scratch, and seek enclosed spaces. For dogs, the market offers a wide range of beds, sofas, kennels, and playpens, with features like orthopedic support, washable covers, and weather-resistant materials to ensure durability and comfort. For example, in April 2023, Heads Up for Tails, one of the leading pet lifestyle brands in India, introduced Dash Dog, an advanced engineered line of products designed to aid pets and pet parents in living active lives. Other pets, including small mammals, birds, and reptiles, have specialized furniture, such as cages, terrariums, custom habitats, etc., that provide safe and stimulating environments. This segmentation highlights the diverse needs and preferences of pet owners, driving innovation and growth in the pet furniture industry across various applications.

### Breakup by Distribution Channel:

Specialty Stores

Supermarkets and Hypermarkets

Online Stores

Others

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes specialty stores, supermarkets and hypermarkets,

online stores, and others.

Specialty stores, which focus exclusively on pet products, offer a wide range of high-quality and niche furniture items, providing personalized services and expert advice. Supermarkets and hypermarkets cater to a broad audience, offering convenient access to pet furniture alongside other household products, often at competitive prices. Online stores have become increasingly popular, driven by the convenience of home delivery, a vast selection, and the ability to compare products and read reviews easily. Other distribution channels, such as direct sales and pet fairs, provide additional opportunities for consumers to purchase pet furniture. As per the pet furniture market segmentation, they ensure that pet owners have multiple options to find the best furniture for their pets, contributing to the market's growth and accessibility. For instance, in September 2023, Pet Valu Holdings Ltd., the leading Canadian specialty retailer of pet food and pet-related supplies, opened its state-of-the-art 670,000 sq. ft. distribution center in Brampton, Ontario.

#### Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa.

The rising trend of pet humanization, especially among the millennial population, is primarily driving the market in North America. Pet ownership in the United States increased to 70% of households in 2020. Moreover, the escalating demand for personalized pet furniture options that cater to unique customer requirements is also augmenting the pet furniture market value across the region. For example, in April 2024,



Ashley, one of the furniture brands in North America, introduced All Next-Gen Nuvela fabric material that offers easy cleaning solutions for homeowners having pets. Besides this, the Asia Pacific region is rapidly expanding due to the elevating levels of urbanization, the rising middle-class populations, and the growing awareness towards pet care. Furthermore, the widespread focus of key players on eco-friendly and stylish furniture that blends seamlessly into home decor is also bolstering the market in Europe. Apart from this, the increasing consumer concern towards pet well-being will continue to fuel the market in Latin America over the forecasted period.

#### Competitive Landscape:

Key players dominate the market with their extensive product lines and strong brand recognition. These companies leverage their expertise in pet care to introduce innovative and high-quality products that cater to the evolving needs of pet owners. Additionally, according to the pet furniture market overview, new entrants and smaller companies are gaining traction by focusing on niche markets and unique offerings, such as eco-friendly materials or customizable designs. The market is also witnessing strategic partnerships and collaborations, with companies joining forces to expand their product ranges and geographic reach. Online retailers are playing a significant role by providing a wide distribution network and competitive pricing. As consumer preferences shift towards more sustainable and technologically advanced products, companies are investing in research and development to stay ahead of trends and maintain a competitive edge.

The pet furniture market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major market companies have also been provided. Some of the key players in the market include:

Custom Quality Pet Furniture LLC

Furhaven Pet Products

Go Pet Club LLC

Inter IKEA Holding B.V.

Luxury Pet Furniture Ltd.

MidWest Homes For Pets



North American Pet

Pet Gear Inc.

PetPals Group Inc.

Prevue Pet Products Inc.

Shanghai Senful Pet Products Co. Ltd.

Ware Pet Products

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

#### Pet Furniture Market Recent Developments:

June 2024: ERGO PURRCH introduced pet furniture, including a desk-mounted cat bed specifically created to keep cats close to their owners during work hours.

May 2024: Swedish furniture brand IKEA partnered with rehoming center Woodgreen Pets Charity to launch its first product range for pets, which includes rattan beds.

May 2024: Petitbuds unveiled its online store where pet owners can shop for a wide range of quality pet items, with a specific focus on dog and cat accessories, toys, fun everyday essentials, etc.

#### Key Questions Answered in This Report:

How has the global pet furniture market performed so far, and how will it perform in the coming years?

What has been the impact of COVID-19 on the global pet furniture market growth?

What are the key regional markets?

What is the breakup of the market based on the product?

What is the breakup of the market based on the application?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global pet furniture market, and who are the key players?

What is the degree of competition in the industry?

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