

Global Pet Models Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G862FD76056FEN.html>

Date: June 2026

Pages: 111

Price: US\$ 3,660.00 (Single User License)

ID: G862FD76056FEN

Abstracts

The global Pet Models market size is predicted to grow from US\$ 2550 million in 2025 to US\$ 4587 million in 2032; it is expected to grow at a CAGR of 8.9% from 2026 to 2032.

Pet models is an emerging profession that mainly involves allowing pets to show their cute and charming side in front of the camera and to publicize and promote various pet-related products or services.

Many pet owners, especially the younger generation, consider their pets as "family members" or "children." They are willing to pay high prices for this emotional bond, just to capture their pets' adorable moments and preserve precious emotional memories. The role of pets in the family has shifted from the initial "guardian" function to that of indispensable "family members." This "family-like" trend is the fundamental driving force behind the emergence of services such as pet photography and pet modeling.

However, due to the high entry requirements for professional pet models?requiring both physical appearance and skills?the number of high-quality models meeting market demands is limited. As an emerging field, some training methods may not be scientifically sound or standardized. Furthermore, the low entry barriers for photographers within the industry and the inconsistent service levels have, to some extent, affected the healthy development of the industry.

LPI (LP Information)' newest research report, the "Pet Models Industry Forecast" looks at past sales and reviews total world Pet Models sales in 2025, providing a comprehensive analysis by region and market sector of projected Pet Models sales for 2026 through 2032. With Pet Models sales broken down by region, market sector and

sub-sector, this report provides a detailed analysis in US\$ millions of the world Pet Models industry.

This Insight Report provides a comprehensive analysis of the global Pet Models landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Pet Models portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Pet Models market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Pet Models and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Pet Models.

This report presents a comprehensive overview, market shares, and growth opportunities of Pet Models market by product type, application, key players and key regions and countries.

Segmentation by Type:

Dog

Cat

Rabbit

Others

Segmentation by Professionalism Level:

Professional Pet Model

Part-time Pet Model

Segmentation by Job Responsibilities:

Print Model

Video Advertising Model

Runway Model

Live Streaming Model

Segmentation by Character:

Main Character

Interactive Supporting Character

Atmosphere-Based Prop

Segmentation by Application:

Advertisements

TV Series and Movies

Commercial Activities

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Animal Direction

Hellodog

HKModelPlus

PetLondon Models

Purr and Bark Talent

Models Direct

Pet Models Australia

Urban Paws Agency

The Animal Agency

Urban Paws Ireland

Animal Extras Talent Agency

SOONA

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