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AI Pet Diagnostics Market Forecasts to 2032 - Global Analysis By Component (Software, Hardware and Services), Diagnostic Type, Animal Type, Technology, Application, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global AI Pet Diagnostics Market is accounted for $764.4 million in 2025 and is expected to reach $2,321.8 million by 2032 growing at a CAGR of 17.2% during the forecast period. AI Pet Diagnostics refers to the use of artificial intelligence technologies to detect, analyze, and predict health conditions in animals with speed and precision. By combining machine learning algorithms with veterinary data such as medical images, lab results, biosignals, and behavioral patterns, these systems support early disease detection and clinical decision-making. Rooted in traditional veterinary practice yet propelled by modern computing, AI pet diagnostics improves accuracy, reduces diagnostic time, enables remote monitoring, and strengthens preventive care, shaping a more proactive and data-driven future for animal healthcare.

Market Dynamics:

Driver:

Growing Pet Ownership & Humanization of Pets

Rising pet ownership, coupled with the increasing humanization of pets, is a key driver of the AI pet diagnostics market. Pets are increasingly viewed as family members, leading owners to demand advanced, timely, and accurate healthcare solutions. This shift has boosted spending on preventive care, early diagnosis, and continuous health monitoring. AI-enabled diagnostic tools align well with this trend by offering faster

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insights, improved accuracy, and personalized care pathways, supporting veterinarians in delivering higher standards of animal healthcare. Thus, it drives the growth of the market.

Restraint:

High Implementation Costs

High implementation costs act as a significant restraint for the market, particularly for small and mid-sized veterinary practices. Expenses related to AI software acquisition, advanced diagnostic equipment, data integration, and skilled personnel create financial barriers. Additionally, ongoing costs for system maintenance, upgrades, and cybersecurity further limit adoption. In price-sensitive markets, these factors slow widespread deployment, despite the long-term clinical and operational benefits offered by AI-driven diagnostic solutions.

Opportunity:

Integration with Wearables & IoT Devices

The integration of AI pet diagnostics with wearable devices and IoT-enabled systems presents a strong growth opportunity. Smart collars, biosensors, and connected health monitors continuously collect real-time data on vital signs, activity levels, and behavioral patterns. When combined with AI analytics, this data enables predictive diagnostics, early disease detection, and remote health monitoring. Such integration enhances preventive care, improves treatment outcomes, and supports data-driven veterinary decision-making, driving broader adoption across companion animal healthcare.

Threat:

Regulatory & Ethical Challenges

Regulatory and ethical challenges pose a notable threat to the AI pet diagnostics market. Variations in veterinary regulations, data protection laws, and approval frameworks across regions complicate product development and commercialization. Ethical concerns related to data privacy, algorithm transparency, and clinical accountability further restrict adoption. Ensuring compliance with evolving standards while maintaining diagnostic accuracy and trust among veterinarians and pet owners remains a critical challenge for market participants.

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Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the AI pet diagnostics market. While supply chain disruptions and restricted veterinary visits initially slowed adoption, the pandemic accelerated demand for remote diagnostics and tele-veterinary services. Increased pet adoption during lockdowns and the need for contactless healthcare solutions boosted interest in AI-enabled diagnostic tools. As a result, COVID-19 highlighted the value of digital, data-driven veterinary care and supported long-term market growth.

The molecular diagnostics segment is expected to be the largest during the forecast period

The molecular diagnostics segment is expected to account for the largest market share during the forecast period, due to its high diagnostic accuracy and ability to detect diseases at an early stage. AI-powered molecular diagnostics efficiently analyze biomarkers, pathogens, and genetic material, enabling faster and more precise clinical decisions. The growing prevalence of chronic, infectious, and hereditary diseases in pets, along with increasing adoption of advanced laboratory technologies, supports widespread use. These factors collectively strengthen the dominance of this segment in the market.

The genetic screening segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the genetic screening segment is predicted to witness the highest growth rate, due to rising awareness of preventive veterinary care and inherited disease risks. AI-driven genetic screening allows rapid interpretation of complex genomic data, supporting early risk assessment and personalized treatment strategies. Increasing focus on precision medicine, expanding availability of affordable genetic tests, and growing demand for breed-specific health insights among pet owners are accelerating adoption, positioning this segment for strong and sustained growth.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rising pet adoption, increasing disposable incomes, and improving access to veterinary services. Rapid digital transformation, expanding urbanization, and

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growing awareness of advanced animal healthcare solutions further support market expansion. Countries such as China, Japan, and India are witnessing increased adoption of AI technologies, supported by emerging startups and expanding veterinary infrastructure, driving strong regional market presence.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to early adoption of advanced technologies and strong investment in veterinary innovation. High pet healthcare expenditure, widespread use of pet insurance, and growing demand for precision diagnostics support rapid growth. The presence of leading AI developers and animal health companies, coupled with well-established veterinary infrastructure and supportive regulatory frameworks, further accelerates market expansion across the region.

Key players in the market

Some of the key players in AI Pet Diagnostics Market include IDEXX Laboratories, Zoetis, Antech Diagnostics, SignalPET, Vetology, PetDx, VetCT, Scopio Labs, Radimal, Aiforia, Moichor, PetPace, TeleVet, Mella Pet Care and AIGenics.

Key Developments:

In June 2025, Zoetis has signed a strategic consulting deal with global IT firm Infosys to boost its digital capabilities and IT operations. Under the long-term engagement, Infosys will integrate advanced AI and automation solutions to enhance agility, improve operational efficiency, and better support veterinarians, livestock producers, and pet owners worldwide.

In December 2025, Zoetis and Colorado State University?s AgNext have launched a strategic cattle research collaboration to deepen scientific understanding of sustainable livestock production. The partnership will gather baseline data on greenhouse gas emissions and conduct lifecycle assessments to inform better animal health, in response to evolving sustainability goals.

Components Covered:

- Software

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- Hardware
- Services

Diagnostic Types Covered:

- Imaging Diagnostics
- Wearable-Based Diagnostics
- Molecular Diagnostics
- Behavioral Analysis
- Clinical Pathology

Animal Types Covered:

- Dogs
- Horses
- Cats
- Livestock
- Other Animal Types

Technologies Covered:

- Machine Learning
- Computer Vision
- Deep Learning

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Natural Language Processing

Applications Covered:

Disease Detection

Remote Health Monitoring

Preventive Health Monitoring

Genetic Screening

Nutrition & Wellness Assessment

End Users Covered:

Veterinary Hospitals & Clinics

Animal Shelters

Pet Diagnostic Laboratories

Pet Owners

Research Institutes

Regions Covered:

North America

US

Canada

Mexico

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- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific
  - Japan
  - China
  - India
  - Australia
  - New Zealand
  - South Korea
  - Rest of Asia Pacific
- South America
  - Argentina
  - Brazil
  - Chile
  - Rest of South America

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Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

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Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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