

# **AI-Powered Pet Diagnostics Platforms Market Forecasts to 2032 – Global Analysis By Offering (Software Platforms, Hardware & Devices and Services), Animal Type, Deployment Mode, Distribution Channel, Application, End User and By Geography**

<https://marketpublishers.com/r/ABC837A773A2EN.html>

Date: September 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: ABC837A773A2EN

## **Abstracts**

According to Statistics MRC, the Global AI-Powered Pet Diagnostics Platforms Market is accounted for \$1.9 billion in 2025 and is expected to reach \$7.0 billion by 2032 growing at a CAGR of 20.2% during the forecast period. AI-Powered Pet Diagnostics Platforms are advanced digital systems that utilize artificial intelligence and machine learning algorithms to analyze pet health data for accurate and timely diagnosis. These platforms integrate data from wearable devices, imaging tools, lab results, and behavioral patterns to detect diseases, monitor chronic conditions, and predict potential health risks. By automating diagnostic processes, they enhance veterinary decision-making, reduce human error, and improve treatment outcomes. Designed for both clinical and home use, these platforms support early intervention and personalized care, offering pet owners and veterinarians a smarter, data-driven approach to animal health management in real time.

Market Dynamics:

Driver:

Rising prevalence of animal diseases

The rising prevalence of animal diseases is a key catalyst driving the growth of AI-

powered pet diagnostics platforms. As pet owners and livestock farmers seek faster, more accurate health assessments, AI tools offer real-time disease detection and predictive analytics. This growing demand for early intervention and continuous monitoring fuels innovation and adoption across clinical and home settings. By addressing urgent health challenges, these platforms enhance veterinary care, reduce treatment delays, and position AI as an essential solution in modern animal healthcare.

#### Restraint:

##### High initial investment costs

High initial investment costs significantly hinder the growth of AI-powered pet diagnostics platforms. These expenses—covering advanced technology, infrastructure, and skilled personnel—create barriers for startups and small veterinary practices, limiting market entry and innovation. The financial burden delays adoption, reduces scalability, and discourages investors wary of long-term returns. As a result, market expansion slows, and access to cutting-edge diagnostic tools remains restricted, especially in developing regions.

#### Opportunity:

##### Advancements in AI-driven tools

Advancements in AI-driven tools are revolutionizing the AI-powered pet diagnostics platforms market by enhancing accuracy, speed, and accessibility of veterinary care. These innovations enable real-time analysis of pet health data, early disease detection, and personalized treatment plans, driving higher adoption among pet owners and clinics. Integration with wearable tech and cloud-based systems further expands reach and efficiency. As trust in AI grows, these platforms are reshaping pet healthcare, fueling market expansion and elevating standards of animal wellness.

#### Threat:

##### Data privacy concerns

Data privacy concerns significantly hinder the growth of AI-powered pet diagnostics platforms. Pet owners are increasingly wary of sharing sensitive data, fearing misuse or breaches. Regulatory compliance adds complexity and cost, slowing innovation and deployment. Limited data access restricts algorithm training, reducing diagnostic

accuracy. These challenges erode trust, discourage adoption, and create barriers for startups, ultimately stalling market expansion and technological advancement in veterinary AI solutions.

#### Covid-19 Impact:

The COVID-19 pandemic accelerated the adoption of digital health technologies, including AI-powered pet diagnostics platforms. With restricted access to veterinary clinics, pet owners increasingly relied on remote monitoring and virtual consultations. This shift highlighted the value of AI in delivering timely diagnostics and continuous care. However, supply chain disruptions and economic uncertainty temporarily slowed market expansion. Post-pandemic, the demand for resilient, tech-enabled veterinary solutions is expected to surge, reinforcing the long-term growth trajectory of the sector.

The livestock farmers segment is expected to be the largest during the forecast period

The livestock farmers segment is expected to account for the largest market share during the forecast period due to the critical need for large-scale health monitoring and disease prevention. AI-powered diagnostics platforms offer real-time insights into herd health, enabling early detection of infections and minimizing losses. These tools support efficient farm management by integrating data from wearables and environmental sensors, helping farmers optimize productivity and ensure animal welfare. As livestock farming becomes more data-driven, AI platforms will play a central role in sustainable agriculture.

The health monitoring segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the health monitoring segment is predicted to witness the highest growth rate owing to growing demand for continuous pet wellness tracking. AI-powered platforms enable proactive care by analyzing behavioral patterns, vital signs, and environmental factors. This allows for early intervention and personalized treatment plans, improving long-term health outcomes. The rise of smart wearables and mobile apps has made health monitoring more accessible to pet owners, fueling rapid adoption and transforming routine veterinary care.

#### Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share because of its expanding pet population, rising disposable income, and increasing awareness of animal health. Countries like China, India, and Japan are witnessing a surge in pet ownership and livestock farming, creating demand for advanced diagnostics. Government initiatives supporting digital healthcare and AI innovation further boost market growth. The region's diverse veterinary needs and growing tech infrastructure make it a prime hub for AI-powered pet diagnostics platforms.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR due to technological advancements and strong investment in pet healthcare. The region boasts a mature veterinary ecosystem, widespread adoption of smart devices, and a high rate of pet insurance coverage. Leading companies are actively developing AI-driven solutions, supported by favorable regulatory frameworks. The emphasis on personalized pet care and early disease detection positions North America as a key growth engine for the global market.

Key players in the market

Some of the key players in AI-Powered Pet Diagnostics Platforms Market include Mars Petcare, Animalytix, IDEXX Laboratories, Whistle Labs, Zoetis, VetCT, PetDx, Fi Smart Collar, Vetology, Sure Petcare, SignalPET, Tractive, Antech Diagnostics, Petcube and PetInsight Project.

Key Developments:

In November 2024, ADM, Mars, and Royal Canin are partnered to promote regenerative agriculture across their pet-food supply chain in North America. They will incentivize farmers to adopt practices like cover cropping and no-till, targeting over 100,000 acres.

In August 2024, Mars announced that it has made a key acquisition to bolster its strategic growth. The deal strengthens Mars' footprint in pet care and nutrition, aligning with its long-term vision in consumer health and wellness.

Offerings Covered:

Software Platforms

Hardware & Devices

## Services

### Animal Types Covered:

Companion Animals

Livestock Animals

### Deployment Modes Covered:

Cloud-Based Platforms

On-Premise Platforms

Hybrid Solutions

### Distribution Channels Covered:

Direct Sales

Online Platforms

Veterinary Suppliers & Distributors

### Applications Covered:

Disease Detection & Diagnosis

Health Monitoring

Preventive Care

Treatment Support

**End Users Covered:**

Diagnostic Laboratories

Livestock Farmers

Research & Academic Institutes

Pet Owners

**Regions Covered:**

North America

US

Canada

Mexico

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

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

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

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Application Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL AI-POWERED PET DIAGNOSTICS PLATFORMS MARKET, BY OFFERING**

- 5.1 Introduction
- 5.2 Software Platforms
  - 5.2.1 AI Diagnostic Algorithms
  - 5.2.2 Cloud-Based Pet Health Platforms
  - 5.2.3 Mobile Applications
- 5.3 Hardware & Devices
  - 5.3.1 Wearable Sensors & Trackers
  - 5.3.2 Laboratory Diagnostic Devices
  - 5.3.3 Imaging Systems
- 5.4 Services
  - 5.4.1 Veterinary AI Support Services
  - 5.4.2 Data Analytics & Insights

## **6 GLOBAL AI-POWERED PET DIAGNOSTICS PLATFORMS MARKET, BY ANIMAL TYPE**

- 6.1 Introduction
- 6.2 Companion Animals
  - 6.2.1 Dogs
  - 6.2.2 Cats
- 6.3 Livestock Animals
  - 6.3.1 Cattle
  - 6.3.2 Poultry
  - 6.3.3 Horses

## **7 GLOBAL AI-POWERED PET DIAGNOSTICS PLATFORMS MARKET, BY DEPLOYMENT MODE**

- 7.1 Introduction
- 7.2 Cloud-Based Platforms
- 7.3 On-Premise Platforms
- 7.4 Hybrid Solutions

## **8 GLOBAL AI-POWERED PET DIAGNOSTICS PLATFORMS MARKET, BY DISTRIBUTION CHANNEL**

- 8.1 Introduction
- 8.2 Direct Sales
- 8.3 Online Platforms
- 8.4 Veterinary Suppliers & Distributors

## **9 GLOBAL AI-POWERED PET DIAGNOSTICS PLATFORMS MARKET, BY APPLICATION**

- 9.1 Introduction
- 9.2 Disease Detection & Diagnosis
  - 9.2.1 Infectious Diseases
  - 9.2.2 Chronic Conditions
- 9.3 Health Monitoring
  - 9.3.1 Vital Signs Tracking
  - 9.3.2 Behavior & Activity Monitoring
- 9.4 Preventive Care
  - 9.4.1 Early Risk Assessment
  - 9.4.2 Wellness Programs
- 9.5 Treatment Support
  - 9.5.1 Personalized Treatment Plans
  - 9.5.2 Drug Response Monitoring

## **10 GLOBAL AI-POWERED PET DIAGNOSTICS PLATFORMS MARKET, BY END USER**

- 10.1 Introduction
- 10.2 Diagnostic Laboratories
- 10.3 Livestock Farmers
- 10.4 Research & Academic Institutes
- 10.5 Pet Owners

## **11 GLOBAL AI-POWERED PET DIAGNOSTICS PLATFORMS MARKET, BY GEOGRAPHY**

- 11.1 Introduction
- 11.2 North America
  - 11.2.1 US
  - 11.2.2 Canada
  - 11.2.3 Mexico

## 11.3 Europe

11.3.1 Germany

11.3.2 UK

11.3.3 Italy

11.3.4 France

11.3.5 Spain

11.3.6 Rest of Europe

## 11.4 Asia Pacific

11.4.1 Japan

11.4.2 China

11.4.3 India

11.4.4 Australia

11.4.5 New Zealand

11.4.6 South Korea

11.4.7 Rest of Asia Pacific

## 11.5 South America

11.5.1 Argentina

11.5.2 Brazil

11.5.3 Chile

11.5.4 Rest of South America

## 11.6 Middle East & Africa

11.6.1 Saudi Arabia

11.6.2 UAE

11.6.3 Qatar

11.6.4 South Africa

11.6.5 Rest of Middle East & Africa

## 12 KEY DEVELOPMENTS

12.1 Agreements, Partnerships, Collaborations and Joint Ventures

12.2 Acquisitions & Mergers

12.3 New Product Launch

12.4 Expansions

12.5 Other Key Strategies

## 13 COMPANY PROFILING

13.1 Mars Petcare

13.2 Animalytix

13.3 IDEXX Laboratories

13.4 Whistle Labs

13.5 Zoetis

13.6 VetCT

13.7 PetDx

13.8 Fi Smart Collar

13.9 Vetology

13.10 Sure Petcare

13.11 SignalPET

13.12 Tractive

13.13 Antech Diagnostics

13.14 Petcube

13.15 PetInsight Project

## List Of Tables

### LIST OF TABLES

Table 1 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Offering (2024-2032) (\$MN)

Table 3 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Software Platforms (2024-2032) (\$MN)

Table 4 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By AI Diagnostic Algorithms (2024-2032) (\$MN)

Table 5 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Cloud-Based Pet Health Platforms (2024-2032) (\$MN)

Table 6 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Mobile Applications (2024-2032) (\$MN)

Table 7 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Hardware & Devices (2024-2032) (\$MN)

Table 8 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Wearable Sensors & Trackers (2024-2032) (\$MN)

Table 9 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Laboratory Diagnostic Devices (2024-2032) (\$MN)

Table 10 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Imaging Systems (2024-2032) (\$MN)

Table 11 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Services (2024-2032) (\$MN)

Table 12 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Veterinary AI Support Services (2024-2032) (\$MN)

Table 13 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Data Analytics & Insights (2024-2032) (\$MN)

Table 14 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Animal Type (2024-2032) (\$MN)

Table 15 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Companion Animals (2024-2032) (\$MN)

Table 16 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Dogs (2024-2032) (\$MN)

Table 17 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Cats (2024-2032) (\$MN)

Table 18 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Livestock

Animals (2024-2032) (\$MN)

Table 19 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Cattle (2024-2032) (\$MN)

Table 20 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Poultry (2024-2032) (\$MN)

Table 21 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Horses (2024-2032) (\$MN)

Table 22 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Deployment Mode (2024-2032) (\$MN)

Table 23 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Cloud-Based Platforms (2024-2032) (\$MN)

Table 24 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By On-Premise Platforms (2024-2032) (\$MN)

Table 25 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Hybrid Solutions (2024-2032) (\$MN)

Table 26 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 27 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Direct Sales (2024-2032) (\$MN)

Table 28 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Online Platforms (2024-2032) (\$MN)

Table 29 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Veterinary Suppliers & Distributors (2024-2032) (\$MN)

Table 30 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Application (2024-2032) (\$MN)

Table 31 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Disease Detection & Diagnosis (2024-2032) (\$MN)

Table 32 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Infectious Diseases (2024-2032) (\$MN)

Table 33 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Chronic Conditions (2024-2032) (\$MN)

Table 34 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Health Monitoring (2024-2032) (\$MN)

Table 35 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Vital Signs Tracking (2024-2032) (\$MN)

Table 36 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Behavior & Activity Monitoring (2024-2032) (\$MN)

Table 37 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Preventive Care (2024-2032) (\$MN)

Table 38 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Early Risk Assessment (2024-2032) (\$MN)

Table 39 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Wellness Programs (2024-2032) (\$MN)

Table 40 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Treatment Support (2024-2032) (\$MN)

Table 41 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Personalized Treatment Plans (2024-2032) (\$MN)

Table 42 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Drug Response Monitoring (2024-2032) (\$MN)

Table 43 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By End User (2024-2032) (\$MN)

Table 44 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Diagnostic Laboratories (2024-2032) (\$MN)

Table 45 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Livestock Farmers (2024-2032) (\$MN)

Table 46 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Research & Academic Institutes (2024-2032) (\$MN)

Table 47 Global AI-Powered Pet Diagnostics Platforms Market Outlook, By Pet Owners (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

## I would like to order

Product name: AI-Powered Pet Diagnostics Platforms Market Forecasts to 2032 – Global Analysis By Offering (Software Platforms, Hardware & Devices and Services), Animal Type, Deployment Mode, Distribution Channel, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/ABC837A773A2EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ABC837A773A2EN.html>