

Mobile Pet Grooming Market Forecasts to 2034 – Global Analysis By Pet Type (Dogs, Cats, and Other Pets), Service Type, Grooming Package, Service Mode, Booking Mode, End User, and By Geography

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Abstracts

According to Statistics MRC, the Global Mobile Pet Grooming Market is accounted for \$1.3 billion in 2026 and is expected to reach \$2.4 billion by 2034 growing at a CAGR of 7.3% during the forecast period. Mobile pet grooming refers to professional grooming services delivered at the pet owner's location using specially equipped vans or vehicles, eliminating the need for pet owners to transport their animals to grooming facilities. These services include bathing, brushing, nail trimming, ear cleaning, haircuts, and other grooming procedures performed in a familiar, stress-reduced environment. The market operates through scheduled appointments, on-demand grooming, and subscription-based grooming models, with bookings made through mobile applications, websites, telephone booking, and social media and messaging platforms. Growing pet ownership, increasing demand for convenient pet care services, rising pet humanization trends, and expanding pet service infrastructure are key drivers of market expansion across all regions.

Market Dynamics:

Driver:

Increasing pet ownership and demand for convenience services

The rising global pet population and growing demand for convenient, time-saving pet care services are primary drivers for the mobile pet grooming market. Pet owners increasingly seek services that eliminate the hassle of transporting pets to grooming

facilities, particularly for large dogs, anxious animals, and busy households. Mobile grooming offers significant time savings by eliminating travel and wait times while providing personalized service in a familiar environment. The growth of dual-income households and busy lifestyles has increased demand for at-home pet services. Pet humanization trends have raised expectations for quality pet care, supporting demand for professional grooming delivered conveniently.

Restraint:

High operational costs and vehicle maintenance

The significant costs associated with operating mobile grooming vehicles and ongoing maintenance represent a major restraint for the market. Mobile grooming vans require substantial investment in specialized equipment including water tanks, generators, grooming tables, dryers, and climate control systems. Vehicle maintenance, fuel costs, insurance, and registration fees add ongoing operational expenses. Travel time between appointments limits the number of clients served daily. Service area limitations affect revenue potential. These cost factors may limit profitability and market entry, particularly for independent operators and small businesses.

Opportunity:

Integration of booking technology and digital platforms

The growing adoption of digital booking platforms and scheduling applications presents significant opportunities for mobile pet grooming market expansion. Mobile applications enable easy appointment scheduling, service selection, payment processing, and customer communication. Websites and social media platforms expand market reach and customer acquisition. Integration with calendar and routing software optimizes appointment scheduling and service area coverage. Customer relationship management tools enable personalized service and retention. As technology adoption increases and digital literacy grows, booking platform integration captures growing market share, enhancing operational efficiency and customer experience.

Threat:

Competition from traditional grooming salons

Competition from established brick-and-mortar grooming salons poses significant

threats to the mobile pet grooming market. Traditional salons offer broader service ranges including walk-in availability, retail products, and multi-pet services. Established customer relationships and brand recognition support loyalty. Salons may offer lower prices due to economies of scale and multiple service bays. Pet owners may prefer the social environment of salon grooming. New mobile grooming businesses face challenges in building customer trust and brand recognition. This competition may limit market penetration, particularly in established markets with strong salon presence.

Covid-19 Impact:

The COVID-19 pandemic significantly accelerated mobile pet grooming market growth. Lockdowns and social distancing measures increased demand for at-home services, including grooming. Pet owners prioritized services that minimized exposure and travel. Mobile grooming, with inherent social distancing, became a preferred option. The pandemic accelerated booking technology adoption and contactless payments. Pet ownership surged during the pandemic, expanding the addressable market. Post-pandemic, convenience preferences and elevated pet ownership have sustained demand, with mobile grooming continuing as a preferred service model for many pet owners.

The Scheduled Appointments segment is expected to be the largest during the forecast period

The Scheduled Appointments segment is expected to account for the largest market share during the forecast period, driven by the operational efficiency of advance booking, predictable revenue streams, and established consumer familiarity with appointment-based services. Scheduled appointments enable groomers to optimize routes, manage time effectively, and build consistent client relationships. The segment benefits from recurring grooming needs requiring regular appointments. Established booking patterns support business planning and capacity management. Growing customer demand for reliable, pre-arranged service reinforces the scheduled appointment model. As mobile grooming businesses scale and professionalize, scheduled appointments maintain the largest service mode segment share throughout the forecast period.

The Mobile Application segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Mobile Application segment is predicted to witness the

highest growth rate, fueled by growing smartphone penetration, increasing consumer preference for mobile booking, and expanding mobile app capabilities including real-time tracking, in-app payments, and personalized service history. Mobile applications offer convenience, instant booking confirmation, and easy access to service details. The segment benefits from integration with GPS for real-time groomer tracking and arrival notifications. In-app payment processing enables contactless transactions. Digital service history and pet profiles enhance personalization. As smartphone adoption increases and consumer expectations for digital convenience grow, mobile applications deliver the fastest booking mode segment growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by high pet ownership rates, strong spending on pet care services, and established mobile pet grooming infrastructure. The United States leads regional market growth with substantial demand for convenient pet care services and high pet humanization rates. Strong service culture and consumer willingness to pay for convenience support adoption. Well-developed mobile grooming businesses and franchising models provide market maturity. Digital infrastructure and smartphone penetration support booking technology adoption. With high pet spending and established service delivery models, North America maintains its dominant market position.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by rising pet ownership, increasing disposable incomes, and growing demand for convenient pet services across countries including China, India, Australia, and Southeast Asia. The region's rapidly growing pet population and expanding middle class create substantial demand for pet services. Pet humanization trends are emerging, increasing willingness to pay for professional grooming. Urbanization and busy lifestyles create demand for convenience services. Smartphone penetration and digital adoption support mobile application booking. As pet service markets develop and convenience demand grows, Asia Pacific delivers the fastest mobile pet grooming market growth globally.

Key players in the market

Some of the key players in Mobile Pet Grooming Market include Aussie Pet Mobile,

Zoomin Groomin, Furry Land Mobile Pet Grooming, Barkbus, Woofie's, The Pooch Mobile, Hydrodog, Petbar Inc., Scenthound, PetSmart Inc., Petco Health and Wellness Company, Inc., Splash and Dash Groomerie & Boutique, Groomit, Dial a Dog Wash, and Wag'N Tails.

Key Developments:

In July 2026, Barkbus expanded its luxury 1-on-1 mobile grooming operations into major metro hubs across Colorado and California, deploying high-capacity Harvey grooming vans with dedicated scheduling software.

In June 2026, PetSmart expanded its nationwide grooming service network by introducing enhanced digital appointment management tools, upgraded salon packages, and mobile app-based scheduling integrations.

In June 2026, Aussie Pet Mobile officially unveiled a comprehensive brand identity transition to Bark & Mane, updating its operational image to reflect its market expansion and multi-unit franchise growth.

In November 2025, Scenthound executed a month-long national food drive across its care centers and mobile support units to benefit local animal rescue organizations.

Pet Types Covered:

Dogs

Cats

Other Pets

Service Types Covered:

Bathing and Drying

Hair Trimming and Styling

Nail Trimming and Paw Care

Ear Cleaning

Teeth Brushing and Oral Care

Flea and Tick Treatment

De-shedding

Skin and Coat Treatment

De-matting

Grooming Packages Covered:

Basic Grooming

Full-Service Grooming

Premium/Luxury Grooming

Customized Grooming Packages

Wellness and Spa Packages

Service Modes Covered:

Scheduled Appointments

On-Demand Grooming

Subscription-Based Grooming

Booking Modes Covered:

Mobile Application

Website

Telephone Booking

Social Media and Messaging Platforms

End Users Covered:

Individual Pet Owners

Veterinary Clinics and Hospitals

Pet Boarding and Daycare Centers

Animal Shelters and Rescue Organizations

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

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

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