

# **Omnichannel Pet Retail Market Forecasts to 2032 – Global Analysis By Product (Pet Food, Pet Accessories and Pet Care Products), Pet Type (Dogs, Cats, Fish and Reptiles & Amphibians), Retail Channel and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Omnichannel Pet Retail Market is accounted for \$103.1 billion in 2025 and is expected to reach \$186.1 billion by 2032 growing at a CAGR of 8.8% during the forecast period. Omnichannel pet retail refers to a seamless, integrated approach to selling pet products and services across multiple channels—both online and offline. It combines physical stores, e-commerce platforms, mobile apps, social media, and customer service touchpoints to create a unified shopping experience. Customers can browse online, purchase in-store, or use click-and-collect options, with consistent product availability, pricing, and personalized engagement throughout. This strategy caters to modern pet owners who expect convenience, flexibility, and tailored recommendations. By leveraging data across channels, retailers can better understand consumer behavior, optimize inventory, and build loyalty in a rapidly growing and emotionally driven market.

Market Dynamics:

Driver:

Digital Transformation & eCommerce Boom

The digital transformation and eCommerce boom have profoundly reshaped the omnichannel pet retail market, fueling growth and innovation. Pet owners now enjoy seamless shopping experiences across online and offline channels, driven by advanced

technologies like AI, data analytics, and mobile apps. This shift enhances customer engagement, personalizes services, and streamlines inventory management, meeting rising demand for convenience and variety. As digital tools bridge gaps, pet retailers thrive by offering agility, faster delivery, and tailored solutions.

Restraint:

### Lagging Brick-and-Mortar Performance

Lagging brick-and-mortar performance undermines the omnichannel pet retail market by disrupting inventory flow, weakening customer trust, and diluting brand consistency. Poor in-store experiences—like limited product availability or disengaged staff—erode loyalty and reduce cross-channel conversions. This stagnation hampers digital growth, as physical stores fail to support seamless integration. Ultimately, underperforming outlets drag down overall efficiency, making it harder for retailers to compete with agile, online-first competitors in a fast-evolving market.

Opportunity:

### Millennial & Gen Z Influence

Millennials and Gen Z are reshaping the omnichannel pet retail market with their digital-first mindset and strong emotional connection to pets. Their preference for convenience, sustainability, and personalized experiences drives retailers to seamlessly blend online and offline channels. These generations demand eco-friendly products, social media engagement, and fast delivery options, compelling businesses to innovate constantly. Their purchasing power and tech-savviness fuel market growth, making them powerful catalysts for transforming pet retail into a more connected, conscious, and customer-centric ecosystem.

Threat:

### Inventory & Fulfillment Complexity

Inventory and fulfillment complexity casts a dark shadow over the omnichannel pet retail market, hindering growth and efficiency. Managing diverse inventory across multiple channels leads to misaligned stock levels, delayed deliveries, and increased operational costs. Retailers struggle to maintain real-time visibility, causing order errors and customer dissatisfaction. This complexity disrupts seamless integration between online

and offline platforms, making supply chain management cumbersome, slowing response times, and eroding customer trust in a competitive market.

### Covid-19 Impact

The Covid-19 pandemic accelerated the shift toward omnichannel pet retail as lockdowns and social distancing drove consumers online. Pet ownership surged during this period, boosting demand for food, accessories, and healthcare products. Retailers adapted by enhancing digital platforms, offering contactless delivery, and integrating virtual consultations. The crisis highlighted the need for resilient, flexible supply chains and reinforced the importance of seamless customer experiences across channels, setting a new standard for pet retail engagement.

The reptiles & amphibians segment is expected to be the largest during the forecast period

The reptiles & amphibians segment is expected to account for the largest market share during the forecast period, due to rising interest in exotic pets and their specialized care needs. These animals require unique habitats, feeding routines, and accessories, driving demand for tailored products and expert guidance. Omnichannel platforms enable pet owners to access niche supplies and educational content seamlessly. With growing awareness and fascination among urban consumers, retailers are expanding offerings to meet the evolving needs of reptile and amphibian enthusiasts.

The pet accessories segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the pet accessories segment is predicted to witness the highest growth rate, due to increasing pet humanization and lifestyle integration. From fashion-forward collars to smart feeding devices, pet owners—especially millennials and Gen Z—are investing in products that reflect their values and aesthetics. Omnichannel strategies enhance visibility and personalization, allowing customers to explore trends online and purchase conveniently. The surge in social media influence and gifting culture further accelerates growth, making accessories a dynamic and lucrative category.

Region with largest share:

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

share due to rapid urbanization, rising disposable incomes, and a growing pet-loving population. Countries like China, Japan, and India are witnessing a cultural shift toward pet companionship, boosting demand for premium products and services. Retailers are leveraging digital platforms and localized strategies to cater to diverse preferences. The region's tech-savvy consumers and expanding middle class make it a powerhouse for omnichannel growth.

#### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to advanced digital infrastructure and strong consumer adoption of e-commerce. The region's pet owners prioritize convenience, wellness, and customization, prompting retailers to innovate across channels. Subscription models, mobile apps, and AI-driven recommendations are gaining traction. Additionally, the influence of pet parenting trends and emotional spending drives consistent growth. North America's mature retail ecosystem and data-driven strategies position it for accelerated expansion.

#### Key players in the market

Some of the key players profiled in the Omnichannel Pet Retail Market include Amazon, PetSmart, Chewy, zooplus, SmartPak Equine, Alibaba, Petco, Pet Supplies Plus, Walmart, BARK, Pet Valu, Target, PetCircle, Petz Grupo, Petlove, Cobasi, Spot & Tango, and The Farmer's Dog.

#### Key Developments:

In August 2025, Ranpak is joining with Walmart under a multi-year deal to install its AutoFill™ and DecisionTower™ systems in several of Walmart's new generation fulfillment centres. These AI-driven tools will automatically measure voids in packages, close and seal boxes, while reducing waste and speeding up order fulfillment.

In August 2025, The Trade Desk has deepened its partnership with Walmart Connect, extending a multi-year agreement that leverages Walmart's first-party retail data along with The Trade Desk's independent DSP capabilities. Together they're pushing programmatic advertising with better reach, record spend, and innovation.

#### Products Covered:

Pet Food

Pet Accessories

Pet Care Products

#### Pet Types Covered:

Dogs

Cats

Fish

Birds

Small Animals (Rabbits, Hamsters etc.)

Reptiles & Amphibians

#### Retail Channels Covered:

Online Retail

Offline Retail

#### 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

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