

# Pet-Assisted Therapy Services Market Forecasts to 2032 – Global Analysis By Animal Type (Dogs, Cats and Other Companion Animals), Therapy Type, Application, End User and By Geography

<https://marketpublishers.com/r/P1EFB8A763FFEN.html>

Date: April 2025

Pages: 200

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

ID: P1EFB8A763FFEN

## Abstracts

According to Statistics MRC, the Global Pet-Assisted Therapy Services Market is accounted for \$277.7 million in 2025 and is expected to reach \$491.4 million by 2032 growing at a CAGR of 8.5% during the forecast period. Pet-Assisted Therapy Services, also known as Animal-Assisted Therapy (AAT), involve the structured use of trained animals to support physical, emotional, cognitive, or social healing. These services are delivered by healthcare professionals as part of a documented treatment plan, often targeting conditions like anxiety, depression, PTSD, or motor impairments. Common therapy animals include dogs, horses, and occasionally cats or small mammals, chosen based on therapeutic goals. Interaction with animals can reduce stress, improve mood, enhance communication, and boost motivation. Unlike casual animal visits, pet-assisted therapy is goal-oriented, measurable, and integrated into broader clinical or rehabilitative care strategies.

### Market Dynamics:

Driver:

Rising Mental Health Awareness

The growing awareness of mental health is a strong driver for the Pet-Assisted Therapy Services Market. Increasing recognition of stress, anxiety, depression, and social isolation has led healthcare providers, schools, and rehabilitation centers to adopt animal-assisted interventions. Therapy animals help improve emotional well-being,

reduce loneliness, and enhance social interaction, making programs more appealing and effective. This trend fuels market growth by encouraging new initiatives, expanding patient reach, and boosting demand for certified therapy animals and trained personnel globally.

Restraint:

#### Limited Access & Trained Personnel

Limited access to therapy programs and a shortage of trained personnel significantly hinder the Pet-Assisted Therapy Services Market. Many regions lack certified handlers and properly trained animals, restricting service availability to hospitals, schools, and care facilities. This scarcity slows program implementation, reduces patient reach, and impacts service quality. Consequently, market expansion is constrained, as organizations face challenges in scaling operations and meeting growing demand for animal-assisted therapeutic interventions.

Opportunity:

#### Clinical Validation & Research Support

The rise in clinical validation and research support is a significant growth driver for the Pet-Assisted Therapy Services Market. Scientific studies demonstrating measurable benefits—such as reduced stress, improved cognitive function, and enhanced emotional well-being—boost credibility among healthcare providers, schools, and caregivers. Evidence-based outcomes encourage wider adoption of therapy programs, attract funding, and support policy integration. This validation not only enhances stakeholder confidence but also promotes the expansion of certified therapy animal programs, fueling global market growth.

Threat:

#### High Operational Costs

High operational costs pose a major challenge to the Pet-Assisted Therapy Services Market. Expenses related to animal care, training, certification, insurance, and transportation strain budgets, particularly for non-profit and small-scale providers. These financial burdens limit program expansion; reduce accessibility for patients, and slow adoption in healthcare and educational institutions. Consequently, market growth is

hindered, as organizations struggle to sustain services while maintaining quality and regulatory compliance in therapy programs.

### Covid-19 Impact

The COVID-19 pandemic significantly disrupted the Pet-Assisted Therapy Services Market, as social distancing, lockdowns, and hygiene concerns limited in-person interactions between therapy animals and patients. Many programs faced suspension or reduced operations, impacting mental health and rehabilitation services. While virtual therapy sessions emerged as an alternative, the lack of direct animal contact reduced effectiveness. Recovery depends on resuming safe, in-person sessions and adapting hygiene protocols to restore market growth.

The canine-assisted therapy segment is expected to be the largest during the forecast period

The canine-assisted therapy segment is expected to account for the largest market share during the forecast period, due to dogs' high responsiveness, emotional intelligence, and ease of training. Their ability to form strong therapeutic bonds with patients makes them ideal for treating anxiety, PTSD, and developmental disorders. Dogs are widely accepted across cultures and clinical settings, enabling scalable deployment. Increasing integration of therapy dogs in hospitals, schools, and elder care facilities further strengthens their market position, driving sustained demand across diverse therapeutic applications.

The rehabilitation centers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the rehabilitation centers segment is predicted to witness the highest growth rate, due to growing adoption of pet-assisted therapy in post-trauma and physical rehabilitation programs. These centers increasingly integrate structured animal interactions to accelerate recovery, improve motor coordination, and enhance emotional resilience. Rising investments in holistic care models and expanding clinical evidence supporting therapy animal efficacy are catalyzing adoption. The segment benefits from institutional support and growing awareness of non-pharmacological healing approaches in long-term care.

### **Region with largest share:**

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to rising mental health awareness, expanding healthcare infrastructure, and cultural openness to animal companionship. Countries like Japan, China, and India are witnessing increased integration of therapy animals in wellness programs, elder care, and pediatric therapy. Government initiatives promoting mental health and emotional well-being, coupled with growing urban pet ownership, are fueling demand. The region's large population base and evolving therapeutic norms position it as a key growth hub.

### **Region with highest CAGR:**

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to strong regulatory frameworks, and widespread acceptance of pet-assisted therapy. The U.S. and Canada lead in integrating therapy animals into mental health, rehabilitation, and educational settings. Rising prevalence of anxiety and PTSD, especially among veterans and youth, is accelerating adoption. Favorable insurance coverage, expanding training programs for therapy animals and robust advocacy from healthcare institutions contribute to rapid market expansion across the region.

### **Key players in the market**

Some of the key players profiled in the Pet-Assisted Therapy Services Market include Zoetis, Dogs for Better Lives, Merck Animal Health, Green Chimneys, Mars Petcare, PetSmart Charities, Elanco Animal Health, PAWS With A Cause, IDEXX Laboratories, HABRI (Human Animal Bond Research Institute), Pet Partners, Assistance Dogs International, Therapy Dogs International, Canine Companions for Independence and Delta Society Australia.

### **Key Developments:**

In June 2025, Mars Petcare, in collaboration with Big Idea Ventures, launched the 2025 Global Next Generation Pet Food Program. This initiative aims to accelerate sustainable innovation in the pet food sector by supporting startups with novel ingredients, sustainable fats and proteins, and advanced processing technologies.

In March 2025, Elanco signed a research agreement with WEDterinary LLC, co-founded by William Doyle, to explore novel therapies for chronic kidney disease in cats and investigate approaches to extend the healthy lifespan of pets. The collaboration aims to leverage gene therapy and AI technologies to advance pet healthcare.

**Animal Types Covered:**

Dogs

Cats

Other Companion Animals

**Therapy Types Covered:**

Canine-Assisted Therapy

Equine-Assisted Therapy

Other Animal-Assisted Therapies

**Applications Covered:**

Mental Health Disorders

Physical Rehabilitation

Educational Support

Other Applications

**End Users Covered:**

Hospitals and Clinics

Rehabilitation Centers

Educational Institutions

Private Practices

Other End Users

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 PET-ASSISTED THERAPY SERVICES MARKET, BY ANIMAL TYPE**

- 5.1 Introduction
- 5.2 Dogs
- 5.3 Cats
- 5.4 Other Companion Animals

## **6 GLOBAL PET-ASSISTED THERAPY SERVICES MARKET, BY THERAPY TYPE**

- 6.1 Introduction
- 6.2 Canine-Assisted Therapy
- 6.3 Equine-Assisted Therapy
- 6.4 Other Animal-Assisted Therapies

## **7 GLOBAL PET-ASSISTED THERAPY SERVICES MARKET, BY APPLICATION**

- 7.1 Introduction
- 7.2 Mental Health Disorders
  - 7.2.1 Anxiety
  - 7.2.2 Depression
  - 7.2.3 PTSD
- 7.3 Physical Rehabilitation
  - 7.3.1 Post-Surgery Recovery
  - 7.3.2 Mobility Assistance
- 7.4 Educational Support
  - 7.4.1 Autism Spectrum Disorders
  - 7.4.2 Learning Disabilities
- 7.5 Other Applications

## **8 GLOBAL PET-ASSISTED THERAPY SERVICES MARKET, BY END USER**

- 8.1 Introduction
- 8.2 Hospitals and Clinics
- 8.3 Rehabilitation Centers
- 8.4 Educational Institutions
- 8.5 Private Practices
- 8.6 Other End Users

## **9 GLOBAL PET-ASSISTED THERAPY SERVICES MARKET, BY GEOGRAPHY**

- 9.1 Introduction
- 9.2 North America
  - 9.2.1 US
  - 9.2.2 Canada
  - 9.2.3 Mexico
- 9.3 Europe
  - 9.3.1 Germany
  - 9.3.2 UK
  - 9.3.3 Italy
  - 9.3.4 France
  - 9.3.5 Spain
  - 9.3.6 Rest of Europe
- 9.4 Asia Pacific
  - 9.4.1 Japan
  - 9.4.2 China
  - 9.4.3 India
  - 9.4.4 Australia
  - 9.4.5 New Zealand
  - 9.4.6 South Korea
  - 9.4.7 Rest of Asia Pacific
- 9.5 South America
  - 9.5.1 Argentina
  - 9.5.2 Brazil
  - 9.5.3 Chile
  - 9.5.4 Rest of South America
- 9.6 Middle East & Africa
  - 9.6.1 Saudi Arabia
  - 9.6.2 UAE
  - 9.6.3 Qatar
  - 9.6.4 South Africa
  - 9.6.5 Rest of Middle East & Africa

## **10 KEY DEVELOPMENTS**

- 10.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 10.2 Acquisitions & Mergers
- 10.3 New Product Launch
- 10.4 Expansions

## 10.5 Other Key Strategies

# 11 COMPANY PROFILING

11.1 Zoetis

11.2 Dogs for Better Lives

11.3 Merck Animal Health

11.4 Green Chimneys

11.5 Mars Petcare

11.6 PetSmart Charities

11.7 Elanco Animal Health

11.8 PAWS With A Cause

11.9 IDEXX Laboratories

11.10 HABRI (Human Animal Bond Research Institute)

11.11 Pet Partners

11.12 Assistance Dogs International

11.13 Therapy Dogs International

11.14 Canine Companions for Independence

11.15 Delta Society Australia

## List Of Tables

### LIST OF TABLES

Table 1 Global Pet-Assisted Therapy Services Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Pet-Assisted Therapy Services Market Outlook, By Animal Type (2024-2032) (\$MN)

Table 3 Global Pet-Assisted Therapy Services Market Outlook, By Dogs (2024-2032) (\$MN)

Table 4 Global Pet-Assisted Therapy Services Market Outlook, By Cats (2024-2032) (\$MN)

Table 5 Global Pet-Assisted Therapy Services Market Outlook, By Other Companion Animals (2024-2032) (\$MN)

Table 6 Global Pet-Assisted Therapy Services Market Outlook, By Therapy Type (2024-2032) (\$MN)

Table 7 Global Pet-Assisted Therapy Services Market Outlook, By Canine-Assisted Therapy (2024-2032) (\$MN)

Table 8 Global Pet-Assisted Therapy Services Market Outlook, By Equine-Assisted Therapy (2024-2032) (\$MN)

Table 9 Global Pet-Assisted Therapy Services Market Outlook, By Other Animal-Assisted Therapies (2024-2032) (\$MN)

Table 10 Global Pet-Assisted Therapy Services Market Outlook, By Application (2024-2032) (\$MN)

Table 11 Global Pet-Assisted Therapy Services Market Outlook, By Mental Health Disorders (2024-2032) (\$MN)

Table 12 Global Pet-Assisted Therapy Services Market Outlook, By Anxiety (2024-2032) (\$MN)

Table 13 Global Pet-Assisted Therapy Services Market Outlook, By Depression (2024-2032) (\$MN)

Table 14 Global Pet-Assisted Therapy Services Market Outlook, By PTSD (2024-2032) (\$MN)

Table 15 Global Pet-Assisted Therapy Services Market Outlook, By Physical Rehabilitation (2024-2032) (\$MN)

Table 16 Global Pet-Assisted Therapy Services Market Outlook, By Post-Surgery Recovery (2024-2032) (\$MN)

Table 17 Global Pet-Assisted Therapy Services Market Outlook, By Mobility Assistance (2024-2032) (\$MN)

Table 18 Global Pet-Assisted Therapy Services Market Outlook, By Educational

Support (2024-2032) (\$MN)

Table 19 Global Pet-Assisted Therapy Services Market Outlook, By Autism Spectrum Disorders (2024-2032) (\$MN)

Table 20 Global Pet-Assisted Therapy Services Market Outlook, By Learning Disabilities (2024-2032) (\$MN)

Table 21 Global Pet-Assisted Therapy Services Market Outlook, By Other Applications (2024-2032) (\$MN)

Table 22 Global Pet-Assisted Therapy Services Market Outlook, By End User (2024-2032) (\$MN)

Table 23 Global Pet-Assisted Therapy Services Market Outlook, By Hospitals and Clinics (2024-2032) (\$MN)

Table 24 Global Pet-Assisted Therapy Services Market Outlook, By Rehabilitation Centers (2024-2032) (\$MN)

Table 25 Global Pet-Assisted Therapy Services Market Outlook, By Educational Institutions (2024-2032) (\$MN)

Table 26 Global Pet-Assisted Therapy Services Market Outlook, By Private Practices (2024-2032) (\$MN)

Table 27 Global Pet-Assisted Therapy Services Market Outlook, By Other End Users (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: Pet-Assisted Therapy Services Market Forecasts to 2032 – Global Analysis By Animal Type (Dogs, Cats and Other Companion Animals), Therapy Type, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/P1EFB8A763FFEN.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/P1EFB8A763FFEN.html>