

# **Pet Behavioral Training Market Forecasts to 2032 – Global Analysis By Pet Type (Dogs, Cats, Birds, Horses and Other Pet Types), Training Type, Method, Age Group, Service Type, End User and By Geography**

<https://marketpublishers.com/r/PC7F5779B9C3EN.html>

Date: November 2025

Pages: 200

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

ID: PC7F5779B9C3EN

## **Abstracts**

According to Statistics MRC, the Global Pet Behavioral Training Market is accounted for \$4.8 billion in 2025 and is expected to reach \$7.3 billion by 2032 growing at a CAGR of 6.18% during the forecast period. Pet behavioral training refers to the structured process of teaching pets, primarily dogs and cats, to develop desirable habits and eliminate problematic behaviors through consistent guidance, reinforcement, and communication. It focuses on improving obedience, socialization, and emotional well-being by addressing issues such as aggression, anxiety, excessive barking, or destructive tendencies. Training methods often include positive reinforcement, reward-based systems, and behavior modification techniques tailored to each animal's temperament. By fostering trust and discipline, behavioral training enhances the bond between pets and their owners, ensuring safer interactions, improved adaptability, and a harmonious coexistence within households and public environments.

### **Market Dynamics:**

Driver:

Rising pet adoption rates

Rising pet adoption rates are a major driver of the pet behavioral training market. With more families welcoming pets, particularly dogs and cats, the demand for structured training programs is increasing to ensure smooth integration into households. Newly

adopted pets often exhibit behavioral challenges such as anxiety or aggression, making professional training essential. This trend is further supported by growing awareness of pet welfare and the importance of obedience, fueling consistent market growth and expanding opportunities for trainers worldwide.

#### Restraint:

##### High training costs

High training costs remain a significant restraint in the pet behavioral training market. Professional trainers, specialized programs, and extended sessions often require substantial investment, which can deter price-sensitive owners. The expense is particularly challenging in emerging markets, where affordability strongly influences adoption decisions. While affluent consumers are willing to pay for premium services, widespread accessibility is limited. This cost barrier slows overall market expansion, highlighting the need for affordable, scalable training solutions to broaden adoption and reach diverse consumer segments globally.

#### Opportunity:

##### Humanization of pets

The humanization of pets presents a strong opportunity for market expansion. As owners increasingly treat pets as family members, they prioritize behavioral training to ensure safety, companionship, and emotional well-being. This shift drives demand for personalized, reward-based training programs that foster trust and discipline. Rising disposable incomes and awareness of pet welfare encourage owners to invest in professional services. Humanization trends are expected to accelerate adoption of advanced training methods, positioning this factor as a major catalyst for sustained market growth.

#### Threat:

##### Cultural differences in pet care

Cultural differences in pet care pose a notable threat to the market. In some regions, traditional attitudes toward pets limit acceptance of structured training programs, with owners relying on informal or minimal interventions. Variations in pet ownership norms, spending habits, and perceptions of animal welfare create uneven demand across

geographies. These differences challenge global service providers, requiring tailored approaches to meet diverse cultural expectations while maintaining consistent training standards. Addressing these disparities will be critical for achieving balanced market growth.

#### Covid-19 Impact:

The Covid-19 pandemic had a mixed impact on the pet behavioral training market. Lockdowns and remote work led to increased pet adoptions, boosting demand for training services. However, restrictions on in-person sessions disrupted traditional methods, creating challenges for trainers and owners. Online and virtual training programs gained traction, offering flexibility and continuity. The pandemic highlighted the importance of behavioral training in managing pets at home, ultimately accelerating digital adoption and reshaping service delivery models for long-term market resilience.

The dominance training segment is expected to be the largest during the forecast period

The dominance training segment is expected to account for the largest market share during the forecast period, due to its widespread use in correcting aggressive and disobedient behaviors in pets, particularly dogs. This training method establishes a clear hierarchy between owners and animals, promoting discipline and obedience. As pet adoption rises, especially among first-time owners, demand for structured dominance training programs has surged. Its proven effectiveness in creating well-behaved, manageable pets continues to drive adoption across professional and household environments globally.

The animal shelters segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the animal shelters segment is predicted to witness the highest growth rate, due to increasing adoption of rescued and stray animals that often require behavioral rehabilitation before rehoming. Shelters are increasingly partnering with professional trainers to improve the adoptability and well-being of animals through targeted behavioral programs. Rising awareness about pet welfare and government-backed adoption campaigns further support this trend, making behavioral training an essential component of modern animal shelter operations worldwide.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to growing pet adoption, rising disposable incomes, and increasing awareness of proper pet behavior and welfare. Expanding urbanization and the shift toward nuclear family structures have fueled companionship needs, boosting pet ownership across nations like China, India, and Japan. The presence of local training centers, mobile apps, and government initiatives promoting responsible pet care further strengthen the region's position in the global market.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to advanced pet care infrastructure, high spending capacity, and early adoption of innovative training techniques. The region's growing emphasis on pet wellness, supported by strong veterinary and behavioral science networks, is fostering steady market growth. The popularity of professional trainers, digital training platforms, and awareness campaigns emphasizing positive reinforcement methods continue to expand the market.

Key players in the market

Some of the key players in Pet Behavioral Training Market include Ceva Animal Health, Radio Systems Corporation, Central Garden & Pet, Zoom Room Dog Training, Petco Health & Wellness Company Inc., GoodPup, PetSmart LLC, E-Collar Technologies, Rover.com, Spectrum Brands Holdings Inc., Tractive GmbH, Dog Training Elite, Petcube Inc., Bark Busters Home Dog Training, and Wag! Group.

### **Key Developments:**

In March 2025, Petco has launched its first-ever nationwide trade-in and recycling event, in partnership with TerraCycle, running from March 15-29. Pet parents can bring in old dog collars, leashes or harnesses and receive 40 % off a new one, while the returned items are repurposed into products like plastic lumber and insulation.

In January 2025, Ceva Animal Health and Touchlight have entered into a long-term collaboration to develop and manufacture new DNA vaccine products for animals using Touchlight's dbDNA™ technology. This partnership combines Ceva's global animal-health expertise with cutting-edge enzymatic DNA production for broad-range health indications.

### Pet Types Covered:

Dogs

Cats

Birds

Horses

Other Pet Types

### Training Types Covered:

Obedience Training

Behavioral Modification Training

Agility & Sports Training

Socialization Training

Service & Therapy Training

Other Training Types

### Methods Covered:

Positive Reinforcement

Clicker Training

Relationship-Based Training

Dominance Training

Scientific Training

Age Groups Covered:

Puppies/Kittens

Adult Pets

Senior Pets

Service Types Covered:

Group Training

Private Training

Board and Train Programs

Online/Virtual Training

End Users Covered:

Individual Pet Owners

Pet Care Centers

Animal Shelters

Veterinary Clinics

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 End User Analysis
- 3.7 Emerging Markets
- 3.8 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 BEHAVIORAL TRAINING MARKET, BY PET TYPE**

- 5.1 Introduction
- 5.2 Dogs
- 5.3 Cats
- 5.4 Birds
- 5.5 Horses
- 5.6 Other Pet Types

## **6 GLOBAL PET BEHAVIORAL TRAINING MARKET, BY TRAINING TYPE**

- 6.1 Introduction
- 6.2 Obedience Training
- 6.3 Behavioral Modification Training
- 6.4 Agility & Sports Training
- 6.5 Socialization Training
- 6.6 Service & Therapy Training
- 6.7 Other Training Types

## **7 GLOBAL PET BEHAVIORAL TRAINING MARKET, BY METHOD**

- 7.1 Introduction
- 7.2 Positive Reinforcement
- 7.3 Clicker Training
- 7.4 Relationship-Based Training
- 7.5 Dominance Training
- 7.6 Scientific Training

## **8 GLOBAL PET BEHAVIORAL TRAINING MARKET, BY AGE GROUP**

- 8.1 Introduction
- 8.2 Puppies/Kittens
- 8.3 Adult Pets
- 8.4 Senior Pets

## **9 GLOBAL PET BEHAVIORAL TRAINING MARKET, BY SERVICE TYPE**

- 9.1 Introduction
- 9.2 Group Training
- 9.3 Private Training

- 9.4 Board and Train Programs
- 9.5 Online/Virtual Training

## **10 GLOBAL PET BEHAVIORAL TRAINING MARKET, BY END USER**

- 10.1 Introduction
- 10.2 Individual Pet Owners
- 10.3 Pet Care Centers
- 10.4 Animal Shelters
- 10.5 Veterinary Clinics

## **11 GLOBAL PET BEHAVIORAL TRAINING 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 Ceva Animal Health
- 13.2 Radio Systems Corporation
- 13.3 Central Garden & Pet
- 13.4 Zoom Room Dog Training
- 13.5 Petco Health & Wellness Company Inc.
- 13.6 GoodPup
- 13.7 PetSmart LLC
- 13.8 E-Collar Technologies
- 13.9 Rover.com
- 13.10 Spectrum Brands Holdings Inc.
- 13.11 Tractive GmbH
- 13.12 Dog Training Elite
- 13.13 Petcube Inc.
- 13.14 Bark Busters Home Dog Training
- 13.15 Wag! Group

## List Of Tables

### LIST OF TABLES

- Table 1 Global Pet Behavioral Training Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Pet Behavioral Training Market Outlook, By Pet Type (2024-2032) (\$MN)
- Table 3 Global Pet Behavioral Training Market Outlook, By Dogs (2024-2032) (\$MN)
- Table 4 Global Pet Behavioral Training Market Outlook, By Cats (2024-2032) (\$MN)
- Table 5 Global Pet Behavioral Training Market Outlook, By Birds (2024-2032) (\$MN)
- Table 6 Global Pet Behavioral Training Market Outlook, By Horses (2024-2032) (\$MN)
- Table 7 Global Pet Behavioral Training Market Outlook, By Other Pet Types (2024-2032) (\$MN)
- Table 8 Global Pet Behavioral Training Market Outlook, By Training Type (2024-2032) (\$MN)
- Table 9 Global Pet Behavioral Training Market Outlook, By Obedience Training (2024-2032) (\$MN)
- Table 10 Global Pet Behavioral Training Market Outlook, By Behavioral Modification Training (2024-2032) (\$MN)
- Table 11 Global Pet Behavioral Training Market Outlook, By Agility & Sports Training (2024-2032) (\$MN)
- Table 12 Global Pet Behavioral Training Market Outlook, By Socialization Training (2024-2032) (\$MN)
- Table 13 Global Pet Behavioral Training Market Outlook, By Service & Therapy Training (2024-2032) (\$MN)
- Table 14 Global Pet Behavioral Training Market Outlook, By Other Training Types (2024-2032) (\$MN)
- Table 15 Global Pet Behavioral Training Market Outlook, By Method (2024-2032) (\$MN)
- Table 16 Global Pet Behavioral Training Market Outlook, By Positive Reinforcement (2024-2032) (\$MN)
- Table 17 Global Pet Behavioral Training Market Outlook, By Clicker Training (2024-2032) (\$MN)
- Table 18 Global Pet Behavioral Training Market Outlook, By Relationship-Based Training (2024-2032) (\$MN)
- Table 19 Global Pet Behavioral Training Market Outlook, By Dominance Training (2024-2032) (\$MN)
- Table 20 Global Pet Behavioral Training Market Outlook, By Scientific Training (2024-2032) (\$MN)
- Table 21 Global Pet Behavioral Training Market Outlook, By Age Group (2024-2032)

(\$MN)

Table 22 Global Pet Behavioral Training Market Outlook, By Puppies/Kittens  
(2024-2032) (\$MN)

Table 23 Global Pet Behavioral Training Market Outlook, By Adult Pets (2024-2032)  
(\$MN)

Table 24 Global Pet Behavioral Training Market Outlook, By Senior Pets (2024-2032)  
(\$MN)

Table 25 Global Pet Behavioral Training Market Outlook, By Service Type (2024-2032)  
(\$MN)

Table 26 Global Pet Behavioral Training Market Outlook, By Group Training  
(2024-2032) (\$MN)

Table 27 Global Pet Behavioral Training Market Outlook, By Private Training  
(2024-2032) (\$MN)

Table 28 Global Pet Behavioral Training Market Outlook, By Board and Train Programs  
(2024-2032) (\$MN)

Table 29 Global Pet Behavioral Training Market Outlook, By Online/Virtual Training  
(2024-2032) (\$MN)

Table 30 Global Pet Behavioral Training Market Outlook, By End User (2024-2032)  
(\$MN)

Table 31 Global Pet Behavioral Training Market Outlook, By Individual Pet Owners  
(2024-2032) (\$MN)

Table 32 Global Pet Behavioral Training Market Outlook, By Pet Care Centers  
(2024-2032) (\$MN)

Table 33 Global Pet Behavioral Training Market Outlook, By Animal Shelters  
(2024-2032) (\$MN)

Table 34 Global Pet Behavioral Training Market Outlook, By Veterinary Clinics  
(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 Behavioral Training Market Forecasts to 2032 – Global Analysis By Pet Type (Dogs, Cats, Birds, Horses and Other Pet Types), Training Type, Method, Age Group, Service Type, End User and By Geography

Product link: <https://marketpublishers.com/r/PC7F5779B9C3EN.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/PC7F5779B9C3EN.html>