

Pet Disaster Preparedness Market Forecasts to 2034 – Global Analysis By Product (Emergency Preparedness Kits, Pet First Aid & Medical Kits, Emergency Food & Water Supplies, Pet Carriers & Evacuation Gear, Identification & Tracking Devices, and Protective & Safety Accessories), Services, Pet Type, Disaster Type, End User, Distribution Channel, and By Geography

<https://marketpublishers.com/r/P59F21C7CA67EN.html>

Date: May 2026

Pages: 200

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

ID: P59F21C7CA67EN

Abstracts

According to Statistics MRC, the Global Pet Disaster Preparedness Market is accounted for \$1.2 billion in 2026 and is expected to reach \$2.4 billion by 2034 growing at a CAGR of 8.5% during the forecast period. Pet disaster preparedness encompasses products, supplies, and services designed to ensure the safety and well-being of companion animals during natural calamities, health emergencies, and extreme weather events. This market includes emergency kits, evacuation shelters, pet first aid supplies, tracking devices, and specialized transportation solutions that enable pet owners and organizations to respond effectively when disasters strike. Growing recognition of pets as family members, combined with increasing frequency of climate-related emergencies, is driving systematic approaches to integrating animal welfare into broader disaster management frameworks worldwide.

Market Dynamics:

Driver:

Rising frequency and intensity of natural disasters globally

Climate change is generating more frequent and severe weather events, including hurricanes, wildfires, floods, and earthquakes, directly increasing demand for pet-focused emergency solutions. As disaster seasons lengthen and previously safe

regions face unprecedented events, pet owners recognize the critical need for advance preparation rather than reactive responses. Media coverage of pets rescued from flooded homes or separated from families during wildfires creates powerful emotional awareness, motivating proactive purchases of emergency supplies. Municipalities are also acknowledging that pet preparedness plans are essential components of community resilience, as residents refusing evacuation due to pet safety concerns create public safety challenges.

Restraint:

Limited awareness and inconsistent preparedness habits

Despite growing disaster frequency, many pet owners remain inadequately prepared due to optimism bias and competing financial priorities. Surveys consistently reveal that while a majority of pet owners express concern about disasters, only a small minority maintain properly stocked emergency kits or have formal evacuation plans for their animals. This awareness-action gap stems from the perception that disasters happen to others, combined with the effort required to assemble comprehensive supplies. Educational campaigns face challenges in maintaining engagement during calm periods, resulting in sporadic purchasing patterns that limit sustained market growth and leave many companion animals vulnerable when emergencies actually occur.

Opportunity:

Integration of smart technology and real-time alert systems

Technological innovation is creating sophisticated solutions that transform reactive emergency response into proactive preparedness. GPS-enabled collars with geofencing capabilities allow pet owners to track animals during chaotic evacuation scenarios, while smartphone applications provide disaster-specific checklists and connect users with nearby pet-friendly shelters. Smart home devices can now detect smoke, carbon monoxide, or extreme temperatures and automatically trigger pet safety protocols. Subscription services offering personalized emergency planning and automated supply replenishment address the convenience barrier that prevents many owners from maintaining readiness. These technological solutions command premium pricing while delivering genuine value during critical moments.

Threat:

Economic constraints during post-disaster recovery periods

Paradoxically, the immediate aftermath of disasters can suppress market activity as affected communities face competing financial demands for housing, food, and medical care. Pet owners who have experienced property damage or income disruption may postpone preparedness investments, viewing them as discretionary rather than essential expenditures. Insurance claim processes and government assistance programs rarely cover pet-specific preparedness products, leaving families to prioritize human needs. This cyclical pattern means that market growth is strongest following

disaster awareness campaigns rather than after actual events, requiring manufacturers to maintain consistent marketing efforts that emphasize the long-term value proposition of sustained preparedness.

Covid-19 Impact:

The COVID-19 pandemic dramatically elevated pet disaster preparedness awareness by demonstrating how rapidly health emergencies can disrupt normal support systems. Lockdowns revealed vulnerabilities in pet care infrastructure, including veterinary service limitations and supply chain disruptions for pet food and medications. Simultaneously, pandemic-era pet adoption surges created millions of new pet owners who recognized their lack of emergency planning. This convergence of heightened risk awareness and expanded pet ownership generated sustained demand for preparedness products. The experience fundamentally shifted perspectives, establishing health emergencies alongside natural disasters as legitimate threats requiring dedicated preparation, permanently expanding the market's addressable audience.

The Storms & Hurricanes segment is expected to be the largest during the forecast period

The Storms & Hurricanes segment is expected to account for the largest market share during the forecast period, driven by the predictable seasonality and wide geographic impact of these weather events. Coastal regions with dense pet ownership populations face annual hurricane seasons, creating consistent recurring demand for emergency supplies as residents restock and upgrade their preparedness kits. The extended warning periods associated with storms allow time for purchasing activity, unlike earthquakes or wildfires that strike suddenly. Evacuation orders frequently include pet transport requirements, driving sales of carriers, travel crates, and pet-friendly lodging directories. Insurance and government messaging increasingly emphasize household readiness, making storm preparation a routine annual activity for millions of pet owners. The Individual Pet Owners segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Individual Pet Owners segment is predicted to witness the highest growth rate, reflecting the expanding base of companion animal households globally. As pet ownership continues rising across developed and emerging economies, millions of new pet owners require education and products for disaster scenarios they had previously not considered. E-commerce platforms and direct-to-consumer brands have dramatically improved access to specialized preparedness products, removing traditional retail barriers. Social media communities share preparedness strategies, creating peer accountability and normalizing emergency planning as responsible pet ownership. The segment's growth is further accelerated by urbanization trends, where concentrated populations face unique evacuation challenges, making individual

preparation increasingly critical for community resilience.

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, frequent exposure to diverse disaster types, and well-established emergency management infrastructure. The United States experiences hurricanes across Gulf and Atlantic coasts, wildfires in western states, tornadoes in central regions, and winter storms across northern areas, creating comprehensive demand across all product categories. Mature pet insurance markets and extensive veterinary networks provide supporting infrastructure for preparedness adoption. Government agencies including FEMA have developed specific guidance for pet-inclusive planning, while organizations like the American Red Cross offer pet first aid training. This ecosystem of awareness, infrastructure, and recurring risk ensures North America's market leadership.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by rapidly rising pet ownership, increasing disaster frequency due to climate change, and growing awareness of animal welfare. Countries including Japan, China, Indonesia, and the Philippines face earthquakes, tsunamis, typhoons, and volcanic eruptions, creating urgent need for pet preparedness solutions that have historically been underdeveloped. The region's expanding middle class views companion animals increasingly as family members, shifting attitudes toward investment in pet safety. Government disaster management agencies are beginning to incorporate animal welfare into planning frameworks, recognizing that pet-inclusive policies improve overall compliance with evacuation orders. As international organizations introduce preparedness programs and local manufacturers develop affordable solutions, Asia Pacific emerges as the fastest-growing market.

Key players in the market

Some of the key players in Pet Disaster Preparedness Market include Mars Incorporated, Nestle S.A., Colgate-Palmolive Company, Petco Health and Wellness Company Inc., PetSmart Inc., Spectrum Brands Holdings Inc., Central Garden & Pet Company, Radio Systems Corporation, KONG Company, Outward Hound Inc., Kurgo LLC, Petmate, Worldwide Inc., MidWest Homes for Pets, Ruffwear Inc., and Coastal Pet Products Inc.

Key Developments:

In April 2026, PetSmart Charities announced the 2026 Disaster Response Grants, allocating a portion of a \$76 million funding round to animal welfare organizations. These cash grants are specifically designed to offset costs for immediate needs such as crates, veterinary care, and temporary boarding within the first 45 days of a declared natural disaster.

In April 2026, Central Garden & Pet Company announced a strategic joint venture with Phillips Pet Food & Supplies to optimize its distribution network. This move is intended to ensure "on-shelf availability" of essential pet supplies (like Nylabone and Kaytee) during periods of high demand, such as the lead-up to hurricane seasons.

In December 2025, Mars concluded a 12-month pilot program that avoided 200 tons of waste by scaling a reusable shipping tote program to over 1,300 U.S. clinics. This initiative strengthens the resilience of their supply chain a vital factor for maintaining pet care services during large-scale environmental disasters.

Product Covered:

Emergency Preparedness Kits

Pet First Aid & Medical Kits

Emergency Food & Water Supplies

Pet Carriers & Evacuation Gear

Identification & Tracking Devices

Protective & Safety Accessories

Services Covered:

Emergency Sheltering & Boarding

Pet Evacuation & Transportation

Veterinary Emergency Services

Preparedness Training & Planning Services

Insurance & Risk Coverage

Pet Types Covered:

Dogs

Cats

Birds

Small Mammals

Reptiles & Exotic Pets

Disaster Types Covered:

Floods

Earthquakes

Wildfires

Storms & Hurricanes

Extreme Weather Conditions

Health Emergencies & Pandemics

End Users Covered:

Individual Pet Owners

Animal Shelters & Rescue Organizations

Veterinary Clinics & Hospitals

Government & Municipal Authorities

Animal Welfare Organizations

Distribution Channels Covered:

Online Retail

Specialty Pet Stores

Supermarkets & Hypermarkets

Veterinary Clinics

Direct & Institutional Sales

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

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL PET DISASTER PREPAREDNESS MARKET, BY PRODUCT

- 5.1 Emergency Preparedness Kits
- 5.2 Pet First Aid & Medical Kits
- 5.3 Emergency Food & Water Supplies
- 5.4 Pet Carriers & Evacuation Gear
- 5.5 Identification & Tracking Devices
- 5.6 Protective & Safety Accessories

6 GLOBAL PET DISASTER PREPAREDNESS MARKET, BY SERVICES

- 6.1 Emergency Sheltering & Boarding
- 6.2 Pet Evacuation & Transportation
- 6.3 Veterinary Emergency Services
- 6.4 Preparedness Training & Planning Services
- 6.5 Insurance & Risk Coverage

7 GLOBAL PET DISASTER PREPAREDNESS MARKET, BY PET TYPE

- 7.1 Dogs
- 7.2 Cats
- 7.3 Birds
- 7.4 Small Mammals
- 7.5 Reptiles & Exotic Pets

8 GLOBAL PET DISASTER PREPAREDNESS MARKET, BY DISASTER TYPE

- 8.1 Floods
- 8.2 Earthquakes
- 8.3 Wildfires
- 8.4 Storms & Hurricanes
- 8.5 Extreme Weather Conditions
- 8.6 Health Emergencies & Pandemics

9 GLOBAL PET DISASTER PREPAREDNESS MARKET, BY END USER

- 9.1 Individual Pet Owners
- 9.2 Animal Shelters & Rescue Organizations
- 9.3 Veterinary Clinics & Hospitals
- 9.4 Government & Municipal Authorities
- 9.5 Animal Welfare Organizations

10 GLOBAL PET DISASTER PREPAREDNESS MARKET, BY DISTRIBUTION CHANNEL

- 10.1 Online Retail
- 10.2 Specialty Pet Stores
- 10.3 Supermarkets & Hypermarkets
- 10.4 Veterinary Clinics
- 10.5 Direct & Institutional Sales

11 GLOBAL PET DISASTER PREPAREDNESS MARKET, BY GEOGRAPHY

- 11.1 North America
 - 11.1.1 United States
 - 11.1.2 Canada
 - 11.1.3 Mexico
- 11.2 Europe
 - 11.2.1 United Kingdom
 - 11.2.2 Germany
 - 11.2.3 France
 - 11.2.4 Italy
 - 11.2.5 Spain
 - 11.2.6 Netherlands
 - 11.2.7 Belgium
 - 11.2.8 Sweden
 - 11.2.9 Switzerland
 - 11.2.10 Poland
 - 11.2.11 Rest of Europe
- 11.3 Asia Pacific
 - 11.3.1 China
 - 11.3.2 Japan
 - 11.3.3 India
 - 11.3.4 South Korea

- 11.3.5 Australia
- 11.3.6 Indonesia
- 11.3.7 Thailand
- 11.3.8 Malaysia
- 11.3.9 Singapore
- 11.3.10 Vietnam
- 11.3.11 Rest of Asia Pacific
- 11.4 South America
 - 11.4.1 Brazil
 - 11.4.2 Argentina
 - 11.4.3 Colombia
 - 11.4.4 Chile
 - 11.4.5 Peru
 - 11.4.6 Rest of South America
- 11.5 Rest of the World (RoW)
 - 11.5.1 Middle East
 - 11.5.1.1 Saudi Arabia
 - 11.5.1.2 United Arab Emirates
 - 11.5.1.3 Qatar
 - 11.5.1.4 Israel
 - 11.5.1.5 Rest of Middle East
 - 11.5.2 Africa
 - 11.5.2.1 South Africa
 - 11.5.2.2 Egypt
 - 11.5.2.3 Morocco
 - 11.5.2.4 Rest of Africa

12 STRATEGIC MARKET INTELLIGENCE

- 12.1 Industry Value Network and Supply Chain Assessment
- 12.2 White-Space and Opportunity Mapping
- 12.3 Product Evolution and Market Life Cycle Analysis
- 12.4 Channel, Distributor, and Go-to-Market Assessment

13 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 13.1 Mergers and Acquisitions
- 13.2 Partnerships, Alliances, and Joint Ventures
- 13.3 New Product Launches and Certifications

13.4 Capacity Expansion and Investments

13.5 Other Strategic Initiatives

14 COMPANY PROFILES

14.1 Mars Incorporated

14.2 Nestle S.A.

14.3 Colgate-Palmolive Company

14.4 Petco Health and Wellness Company Inc.

14.5 PetSmart Inc.

14.6 Spectrum Brands Holdings Inc.

14.7 Central Garden & Pet Company

14.8 Radio Systems Corporation

14.9 KONG Company

14.10 Outward Hound Inc.

14.11 Kurgo LLC

14.12 Petmate

14.13 Worldwide Inc.

14.14 MidWest Homes for Pets

14.15 Ruffwear Inc.

14.16 Coastal Pet Products Inc.

List Of Tables

LIST OF TABLES

Table 1 Global Pet Disaster Preparedness Market Outlook, By Region (2023–2034) (\$MN)

Table 2 Global Pet Disaster Preparedness Market Outlook, By Product (2023–2034) (\$MN)

Table 3 Global Pet Disaster Preparedness Market Outlook, By Emergency Preparedness Kits (2023–2034) (\$MN)

Table 4 Global Pet Disaster Preparedness Market Outlook, By Pet First Aid & Medical Kits (2023–2034) (\$MN)

Table 5 Global Pet Disaster Preparedness Market Outlook, By Emergency Food & Water Supplies (2023–2034) (\$MN)

Table 6 Global Pet Disaster Preparedness Market Outlook, By Pet Carriers & Evacuation Gear (2023–2034) (\$MN)

Table 7 Global Pet Disaster Preparedness Market Outlook, By Identification & Tracking Devices (2023–2034) (\$MN)

Table 8 Global Pet Disaster Preparedness Market Outlook, By Protective & Safety Accessories (2023–2034) (\$MN)

Table 9 Global Pet Disaster Preparedness Market Outlook, By Services (2023–2034) (\$MN)

Table 10 Global Pet Disaster Preparedness Market Outlook, By Emergency Sheltering & Boarding (2023–2034) (\$MN)

Table 11 Global Pet Disaster Preparedness Market Outlook, By Pet Evacuation & Transportation (2023–2034) (\$MN)

Table 12 Global Pet Disaster Preparedness Market Outlook, By Veterinary Emergency Services (2023–2034) (\$MN)

Table 13 Global Pet Disaster Preparedness Market Outlook, By Preparedness Training & Planning Services (2023–2034) (\$MN)

Table 14 Global Pet Disaster Preparedness Market Outlook, By Insurance & Risk Coverage (2023–2034) (\$MN)

Table 15 Global Pet Disaster Preparedness Market Outlook, By Pet Type (2023–2034) (\$MN)

Table 16 Global Pet Disaster Preparedness Market Outlook, By Dogs (2023–2034) (\$MN)

Table 17 Global Pet Disaster Preparedness Market Outlook, By Cats (2023–2034) (\$MN)

Table 18 Global Pet Disaster Preparedness Market Outlook, By Birds (2023–2034)

(\$MN)

Table 19 Global Pet Disaster Preparedness Market Outlook, By Small Mammals (2023–2034) (\$MN)

Table 20 Global Pet Disaster Preparedness Market Outlook, By Reptiles & Exotic Pets (2023–2034) (\$MN)

Table 21 Global Pet Disaster Preparedness Market Outlook, By Disaster Type (2023–2034) (\$MN)

Table 22 Global Pet Disaster Preparedness Market Outlook, By Floods (2023–2034) (\$MN)

Table 23 Global Pet Disaster Preparedness Market Outlook, By Earthquakes (2023–2034) (\$MN)

Table 24 Global Pet Disaster Preparedness Market Outlook, By Wildfires (2023–2034) (\$MN)

Table 25 Global Pet Disaster Preparedness Market Outlook, By Storms & Hurricanes (2023–2034) (\$MN)

Table 26 Global Pet Disaster Preparedness Market Outlook, By Extreme Weather Conditions (2023–2034) (\$MN)

Table 27 Global Pet Disaster Preparedness Market Outlook, By Health Emergencies & Pandemics (2023–2034) (\$MN)

Table 28 Global Pet Disaster Preparedness Market Outlook, By End User (2023–2034) (\$MN)

Table 29 Global Pet Disaster Preparedness Market Outlook, By Individual Pet Owners (2023–2034) (\$MN)

Table 30 Global Pet Disaster Preparedness Market Outlook, By Animal Shelters & Rescue Organizations (2023–2034) (\$MN)

Table 31 Global Pet Disaster Preparedness Market Outlook, By Veterinary Clinics & Hospitals (2023–2034) (\$MN)

Table 32 Global Pet Disaster Preparedness Market Outlook, By Government & Municipal Authorities (2023–2034) (\$MN)

Table 33 Global Pet Disaster Preparedness Market Outlook, By Animal Welfare Organizations (2023–2034) (\$MN)

Table 34 Global Pet Disaster Preparedness Market Outlook, By Distribution Channel (2023–2034) (\$MN)

Table 35 Global Pet Disaster Preparedness Market Outlook, By Online Retail (2023–2034) (\$MN)

Table 36 Global Pet Disaster Preparedness Market Outlook, By Specialty Pet Stores (2023–2034) (\$MN)

Table 37 Global Pet Disaster Preparedness Market Outlook, By Supermarkets & Hypermarkets (2023–2034) (\$MN)

Table 38 Global Pet Disaster Preparedness Market Outlook, By Veterinary Clinics (2023–2034) (\$MN)

Table 39 Global Pet Disaster Preparedness Market Outlook, By Direct & Institutional Sales (2023–2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

I would like to order

Product name: Pet Disaster Preparedness Market Forecasts to 2034 – Global Analysis By Product (Emergency Preparedness Kits, Pet First Aid & Medical Kits, Emergency Food & Water Supplies, Pet Carriers & Evacuation Gear, Identification & Tracking Devices, and Protective & Safety Accessories), Services, Pet Type, Disaster Type, End User, Distribution Channel, and By Geography

Product link: <https://marketpublishers.com/r/P59F21C7CA67EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P59F21C7CA67EN.html>