

Pet-Friendly Home Decor Market Forecasts to 2032 – Global Analysis By Product Type (Furniture, Flooring & Rugs, Textiles, Storage & Organization and Decorative Accessories), Material, Distribution Channel, Price Tier and By Geography

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Abstracts

According to Statistics MRC, the Global Pet-Friendly Home Decor Market is accounted for \$10.56 billion in 2025 and is expected to reach \$20.57 billion by 2032 growing at a CAGR of 10.0% during the forecast period. Pet-friendly home decor is designed to balance attractive interiors with the everyday needs of pets. It prioritizes resilient furnishings, safe finishes, and easy-maintenance materials that can handle scratching, shedding, and spills. Fabrics that are washable, surfaces that resist damage, and layouts that encourage smooth pet movement are central to this approach. Features like dedicated pet corners, low-maintenance flooring, and furniture built for durability help reduce mess and upkeep. Overall, this decor style blends practicality with design, ensuring homes remain visually pleasing while offering pets a safe, comfortable space that supports daily routines and long-term use.

According to the American Pet Products Association (APPA), data shows that 66% of U.S. households own a pet, which equals 86.9 million homes. This rising ownership directly drives demand for pet-friendly furniture, washable fabrics, and durable flooring as part of home decor.

Market Dynamics:

Driver:

Rising pet ownership and adoption

Growing levels of pet adoption and ownership are strongly fueling the expansion of the pet-friendly home decor market. Pets are increasingly treated as integral parts of the family, which drives homeowners to adapt their living spaces to suit pet needs. This has increased demand for resilient furniture, non-toxic materials, stain-resistant textiles, and pet-compatible layouts. As more pets occupy indoor spaces, especially in cities, consumers invest in decor that balances durability with style. The deepening emotional connection between pets and owners also supports higher spending on home decor solutions designed for long-term coexistence.

Restraint:

High cost of pet-friendly materials and furnishings

Elevated prices of pet-friendly decor products act as a significant barrier to market expansion. Specialized materials that resist scratches, stains, and wear typically cost more than standard alternatives, discouraging cost-sensitive buyers. Households with limited budgets often prioritize essential spending over premium decor upgrades. Furthermore, tailored designs like integrated pet spaces or custom furniture add to overall expenses. As a result, many consumers delay or avoid adopting pet-friendly interiors. This pricing challenge restricts market reach, particularly in developing regions, and pressures manufacturers to balance quality, performance, and affordability to increase adoption.

Opportunity:

Innovation in smart and multi-functional pet-friendly decor

The development of smart and multi-purpose pet-friendly decor creates significant market opportunities. Consumers are looking for interior solutions that combine pet care with modern living requirements. Features like automated feeders, climate-responsive pet furniture, and multi-use storage designs appeal to space-conscious households. When combined with smart home systems, these products improve daily routines and pet well-being. This trend enables brands to offer innovative, value-added solutions that stand out in competitive markets. As demand for intelligent and adaptable home products grows, technology-driven pet-friendly decor is expected to gain wider acceptance and accelerate market expansion.

Threat:

Availability of low-cost conventional decor alternatives

Easy access to inexpensive conventional home decor creates a strong challenge for the pet-friendly home decor market. Budget-conscious consumers often choose standard furnishings that require lower upfront spending, even if durability is limited. Since traditional decor products are widely sold and simple to replace, many buyers view them as more economical. This mindset discourages investment in specialized pet-friendly alternatives. In regions where price sensitivity is high, conventional decor continues to dominate purchasing decisions. As a result, pet-friendly products face reduced adoption, impacting market expansion and competitive positioning.

Covid-19 Impact:

The COVID-19 outbreak significantly influenced the pet-friendly home decor market by altering daily routines and housing priorities. With people spending extended periods indoors, pet ownership increased, encouraging homeowners to adapt interiors for shared comfort. This shift boosted interest in resilient furnishings, easy-to-clean materials, and pet-compatible designs. At the same time, manufacturers faced challenges such as disrupted supply chains, delayed logistics, and rising input costs, which affected availability and pricing. Despite these constraints, heightened focus on home improvement and pet well-being supported market resilience. In the long run, pandemic-driven lifestyle changes strengthened demand for pet-friendly decor solutions.

The furniture segment is expected to be the largest during the forecast period

The furniture segment is expected to account for the largest market share during the forecast period due to its constant interaction with pets and everyday household use. Items such as couches, seating, and beds are most affected by claws, fur, and accidental damage, prompting homeowners to prioritize pet-friendly furniture solutions. Features like tough fabrics, stain resistance, reinforced structures, and removable covers make furniture more practical for pet-owning homes. Since furniture forms the core of interior spaces and involves higher replacement costs, consumers invest more in durable, pet-compatible designs. This strong demand positions furniture as the leading segment within the pet-friendly home decor market.

The online retail segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online retail segment is predicted to witness the highest growth rate, driven by increasing reliance on digital shopping channels. Consumers value the convenience of browsing and purchasing products from home while accessing a broader selection of pet-compatible decor options. Online platforms also provide useful insights through ratings, reviews, and visual tools that improve buying confidence. Easy delivery services and hassle-free returns further support adoption. As digital infrastructure improves and consumer trust in e-commerce rises, online retail continues to outpace traditional channels, positioning it as the highest-growth segment in the pet-friendly home decor market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share as a result of widespread pet ownership and higher disposable income levels. Consumers in this region actively adapt their homes to accommodate pets, prioritizing comfort, durability, and safety. Strong awareness of specialized decor options and easy access to innovative products encourage steady adoption. The presence of mature retail channels and well-established manufacturers also strengthens market leadership. Furthermore, lifestyle trends focused on home enhancement and pet well-being support continuous investment in pet-compatible interiors. These factors collectively position North America as the leading region in the pet-friendly home decor market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR due to evolving consumer lifestyles and economic development. Rising urban populations and increased pet ownership are driving demand for interiors that balance functionality with modern design. Homeowners are showing greater interest in pet-safe materials, compact furniture, and low-maintenance decor suited for smaller living spaces. Improved online retail access and growing awareness of pet-focused home solutions further support expansion. As spending power increases and pet humanization trends strengthen, Asia-Pacific continues to emerge as the region with the highest market growth rate.

Key players in the market

Some of the key players in Pet-Friendly Home Decor Market include Nestopia Interiors,

Central Garden & Pet Company, MidWest Homes for Pets, Petco Health and Wellness Company, Chewy, Inc., Decorrizz India, Go Pet Club Inc., Ware Manufacturing Inc., PetPals Group, Rolf C. Hagen Inc., IKEA, Trixie Heimtierbedarf, Furmaish, New Age Pet and Humblewood Corporation.

Key Developments:

In December 2025, Central Garden & Pet recently announced the opening of its new state-of-the-art fulfillment center in Salt Lake City. This strategic investment expands Central's supply chain network and supports continued long-term growth. The Salt Lake City facility consolidates two legacy sites — one in Ontario, Calif., and one in Salt Lake City — into a single, direct-to-consumer (DTC)-enabled hub.

In October 2025, Chewy, Inc. announced it has entered into a definitive agreement to acquire SmartPak Equine, LLC from Covetrus, Inc. This acquisition strengthens Chewy's position as a leader in the equine category and accelerates the company's expansion into higher-margin health and wellness verticals.

In October 2025, Ingka Investments, the parent company of IKEA retail, has announced its first renewable energy investment in India, acquiring a 100% stake in a 210 MW solar project in Bikaner, Rajasthan. The project is part of Ingka's ₹10 billion (~\$112.7 million) commitment to renewable energy in India.

Product Types Covered:

Furniture

Flooring & Rugs

Textiles

Storage & Organization

Decorative Accessories

Materials Covered:

Scratch-resistant Fabrics

Stain-proof Surfaces

Sustainable/Eco-Friendly Materials

Distribution Channels Covered:

Online Retail

Specialty Pet Stores

Home Decor Outlets

Mass Retailers

Price Tiers Covered:

Premium

Mid-range

Budget

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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