

# **Pet-Home-Service and Pet-Home-Care Platforms Market Forecasts to 2034 – Global Analysis By Service Type (Pet Grooming Services, Pet Sitting & Boarding, Pet Walking & Outdoor Assistance, Pet Feeding & Nutrition Support, Pet Hygiene & Sanitation Services and Pet Medical & Post-operative Home Care), Platform Type, Pet Type, Care Provider Type, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Pet-Home-Service and Pet-Home-Care Platforms Market is accounted for \$21.2 billion in 2026 and is expected to reach \$41.0 billion by 2034 growing at a CAGR of 8.6% during the forecast period. Pet-home service and pet-home care platforms are online systems that link pet owners with trained caretakers who deliver services directly at home. They include grooming, feeding, walking, medical checkups, and overnight supervision, allowing pets to stay in a safe and familiar setting. These platforms provide added convenience for owners with busy schedules by eliminating travel to boarding facilities or clinics. Features such as secure payment options, caregiver verification, and live updates strengthen reliability. Increasing urbanization and the growing emotional bond between humans and pets are fueling the expansion of convenient in-home pet care solutions globally across urban and suburban regions.

According to the American Pet Products Association (APPA), U.S. pet industry expenditures reached \$147 billion in 2023, with \$38.3 billion spent on veterinary care and product sales. This includes a growing share of telehealth and home-based veterinary services, directly validating the demand for Pet-Home-Care Platforms.

## Market Dynamics:

### Driver:

#### Rising pet humanization

One key factor driving the market is the growing human-like treatment of pets by owners. Pets are increasingly considered part of the family, which raises expectations for their comfort, safety, and emotional care. This leads to greater use of at-home services such as grooming, feeding, walking, and health monitoring. Owners prefer in-home care because it minimizes stress for animals by keeping them in familiar environments. As emotional bonds strengthen, spending on professional pet caregivers rises. This change pushes service platforms to expand offerings and enhance quality, supporting more customized, compassionate, and convenient pet care solutions across different regions worldwide.

### Restraint:

#### High service cost

One significant limitation affecting the market is the high cost associated with in-home pet care services. Services like grooming, medical attention, and pet sitting delivered at home are often more expensive than traditional boarding or local care options. Many pet owners, particularly those in middle-income groups, find these services difficult to afford on a regular basis. Extra fees for urgent care or specialized requirements also add to the expense. This price barrier reduces the frequency of usage and slows adoption rates, especially in cost-sensitive regions, making affordability a major challenge for service providers in expanding their market reach.

### Opportunity:

#### Rising demand for preventive pet healthcare

An important opportunity is the growing emphasis on preventive healthcare for pets. Owners are increasingly focused on early detection and regular monitoring to avoid serious illnesses and high treatment costs. This includes routine checkups, vaccinations, diet management, and early diagnosis of health issues. Home-based veterinary services make it easier for pet owners to access preventive care without

causing stress to animals. Platforms offering teleconsultations and at-home vet visits are well-positioned to benefit from this trend. As awareness of pet health and longevity continues to rise, demand for continuous preventive care services is expected to grow significantly in the coming years.

Threat:

Increasing competition from traditional pet care providers

A major threat to the market comes from well-established traditional pet care businesses. Clinics, grooming centers, and boarding facilities already enjoy strong trust and loyal customer bases. Many pet owners continue to rely on these physical services because they feel more secure with in-person care and supervision. Additionally, traditional providers are improving their offerings by adding premium services, which increases competition further. This makes it harder for digital platforms to attract new users and retain existing ones. The strong presence of offline service providers limits the growth potential of online pet care platforms and forces them to constantly innovate.

Covid-19 Impact:

The COVID-19 outbreak had a strong positive effect on the pet-home-service and pet-home-care platforms market. With lockdowns and safety concerns in place, pet owners reduced visits to physical grooming centers and clinics, leading to higher demand for in-home services. Services such as at-home grooming, veterinary consultations, and pet sitting became more important as people focused on safety and convenience. Increased pet adoption during this period also contributed to higher service usage. Digital platforms saw rapid growth due to the shift toward online booking and contactless care. However, early disruptions in staffing and logistics temporarily impacted service availability in many regions.

The pet grooming services segment is expected to be the largest during the forecast period

The pet grooming services segment is expected to account for the largest market share during the forecast period because they are regularly required and essential for maintaining overall pet cleanliness and appearance. Routine activities such as washing, coat trimming, nail care, and fur maintenance are commonly needed, particularly for dogs and long-haired pets. At-home grooming is highly preferred by pet owners seeking convenience and reduced stress for their animals. Growing emotional attachment

toward pets and higher spending on premium care further support demand. The availability of mobile grooming professionals through digital platforms also enhances accessibility, making this segment the most widely used and dominant globally.

The urban households segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the urban households segment is predicted to witness the highest growth rate, driven by ongoing urbanization, higher income levels, and rising pet ownership in metropolitan areas. Fast-paced lifestyles in cities increase the need for convenient home-based services like grooming, walking, feeding, and veterinary care. Limited time availability and compact living conditions further encourage reliance on doorstep pet care solutions. Urban consumers are also more familiar with digital tools and mobile applications, making service access easier. These combined factors create strong demand growth, positioning urban households as the fastest-expanding segment in the global pet care service industry.

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

During the forecast period, the North America region is expected to hold the largest market share because of high levels of pet ownership, strong consumer spending power, and advanced digital connectivity. The region has a mature pet care industry where services like grooming, walking, pet sitting, and in-home veterinary care is widely accepted. Growing emotional attachment toward pets and demand for convenient services further drive usage. The strong presence of established service providers and high adoption of smart phones and online platforms also support growth. Increased awareness of pet health and wellness continues to reinforce North America's leading position in the global market.

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

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by urban expansion, increasing incomes, and rising pet ownership in countries like China, India, and Southeast Asia. Changing lifestyles, smaller family structures, and growing awareness of pet health are increasing the need for convenient in-home pet care services. Wider access to smart phones and improved internet connectivity are also supporting the adoption of digital platforms. The region's large population and expanding middle-income group further enhance growth potential. These factors collectively make Asia-Pacific the most rapidly expanding market for pet

care service platforms worldwide.

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

Some of the key players in Pet-Home-Service and Pet-Home-Care Platforms Market include Rover, Wag!, TrustedHousesitters, Pawshake, PetBacker, Fetch! Pet Care, DogBuddy, PetCloud, Yoopies, Emprunte mon toutou, Animaute, Les compagnons de Lili, Nomador, PetSitter, HouseSitMatch, Happy Paws, Cat in a Flat and PetStay.

### **Key Developments:**

In July 2025, Fetch Pet Insurance partnered with SATELLAI to launch an AI-powered smart collar, combining pet health coverage with real-time location and activity tracking technology. The collaboration aims to prevent lost pets and encourage proactive wellness monitoring through integrated insurance benefits.

In May 2025, Pawshake sitter in Vancouver joined with experience rehoming rescue dogs, bringing valuable firsthand knowledge of shelter animals to the pet-sitting platform. This background helps the sitter understand anxious pets and support owners transitioning adopted dogs into new homes.

In May 2024, Wag! Company introduced WeCompare.com, a new consumer-facing brand poised to reshape the insurance comparison landscape. WeCompare leverages the expertise and technology Wag! has gained from years in the pet insurance space to deliver a powerful comparison platform across diverse verticals, starting with auto and moving to include home, life, travel, and more.

### **Service Types Covered:**

Pet Grooming Services

Pet Sitting & Boarding

Pet Walking & Outdoor Assistance

Pet Feeding & Nutrition Support

Pet Hygiene & Sanitation Services

## Pet Medical & Post-operative Home Care

### Platform Types Covered:

On-Demand Service Apps

Subscription-based Care Platforms

Integrated Pet-Care Ecosystems

Specialized Niche Platforms

### Pet Types Covered:

Dogs

Cats

Birds

Small Mammals

Exotic Pets

### Care Provider Types Covered:

Independent Pet-Care Professionals

Certified Veterinary Technicians

Pet-Care Agencies & Aggregators

Community & Peer-to-Peer Care Providers

### End Users Covered:

Urban Households

Suburban Households

Elderly Pet Owners

Working Professionals

Multi-pet Households

### 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

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