

Pet-Loss and Bereavement Support Services Market Forecasts to 2034 – Global Analysis By Service Type (Counseling & Therapy Services, Support Groups & Community Programs, Memorialization & Tribute Services, End-of-Life Planning Assistance and Digital & Online Support Platforms), Delivery Mode, Provider Type, Pet Type, Pricing Model, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Pet-Loss and Bereavement Support Services Market is accounted for \$1.5 billion in 2026 and is expected to reach \$2.7 billion by 2034 growing at a CAGR of 7.2% during the forecast period. Pet-loss and bereavement support services assist people in dealing with the emotional pain caused by losing a cherished pet. They offer resources such as counseling sessions, helplines, virtual communities, remembrance options, and therapeutic guidance tailored to human–animal relationships. These services aim to ease sorrow, lessen isolation, and encourage meaningful ways to honor pets. As recognition of pet-related grief increases, support systems are growing through online tools and local programs. They serve an important function in acknowledging emotional loss, providing reassurance, and helping individuals navigate the grieving process with understanding, care, and structured emotional support.

According to the RSPCA's national pet bereavement survey, more than 2,800 people participated, and the findings highlight the depth of grief after pet loss: 93% reported feeling heartbroken, 67% were shocked by the intensity of grief, and 75% experienced anticipatory grief before their pet's passing.

Market Dynamics:

Driver:

Growing humanization of pets

The trend of treating pets as integral family members is strongly influencing the growth of the pet-loss and bereavement support services market. Strong emotional attachments between owners and pets lead to deeper sorrow when pets die, increasing the need for professional grief support. Services such as therapy, remembrance programs, and counseling are becoming more popular. Social attitudes are also evolving, making it more acceptable to openly express grief over pet loss. As more people adopt pets and view them as family, providers are enhancing their emotional support solution, which is accelerating the expansion of this market significantly.

Restraint:

Limited awareness of pet bereavement services

A major limitation for the pet-loss and bereavement support services market is the lack of awareness among pet owners. Many individuals do not know that specialized grief support services are available, leading them to handle emotional distress on their own. This issue is more pronounced in developing regions where such services receive minimal attention. Insufficient promotion and educational efforts contribute to low visibility and reduced demand. Consequently, service providers face challenges in attracting potential clients. The absence of widespread knowledge about these offerings restricts market expansion and limits the adoption of professional pet bereavement support solutions globally.

Opportunity:

Expansion of online grief support platforms

The growth of digital grief support channels offers strong potential for the pet-loss and bereavement support services market. Tools like mobile applications, virtual therapy, and online remembrance communities help providers connect with a broader customer base. These platforms provide ease of access, privacy, and flexibility, motivating more people to utilize support services. They also allow businesses to deliver services

efficiently at scale while minimizing costs. As global internet access and smartphone adoption continue to rise, online grief support is gaining popularity. This development opens new avenues for innovation and expansion within the pet bereavement services industry.

Threat:

Competition from informal support networks

The widespread use of informal support systems is a major challenge for the pet-loss and bereavement support services market. Individuals often turn to personal networks or online groups for comfort, avoiding professional assistance. These options are cost-free, convenient, and widely accepted, making them attractive alternatives. This reduces demand for paid bereavement services and affects business growth. Service providers face difficulty in convincing customers of the benefits of structured support. Without clear differentiation and value proposition, informal networks will continue to dominate, limiting the expansion and profitability of professional pet bereavement support services.

Covid-19 Impact:

The pandemic significantly influenced the pet-loss and bereavement support services market by creating both obstacles and new opportunities. A rise in pet ownership during lockdowns deepened human–animal connections, increasing the emotional impact of pet loss and boosting demand for support services. Restrictions on physical interaction led to greater reliance on virtual counselling and online communities. However, financial instability reduced consumer spending on such services in certain areas. Limited access to veterinary care also affected how pet owners experienced loss. Despite these challenges, awareness of mental health grew, supporting the steady development and digital evolution of bereavement support services globally.

The counseling & therapy services segment is expected to be the largest during the forecast period

The counseling & therapy services segment is expected to account for the largest market share during the forecast period because they directly address the emotional challenges of losing a pet. These services offer professional and structured assistance, enabling individuals to manage grief and regain psychological stability. Many pet owners prefer personalized sessions with trained experts to deal with the deep

emotional impact of loss. The reliability and effectiveness of professional counseling increase its adoption. With rising awareness about mental well-being, these services continue to be the most widely used option, maintaining their leading position and generating strong, sustained demand within the market.

The children & youth segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the children & youth segment is predicted to witness the highest growth rate, driven by rising awareness of how deeply pet loss affects younger individuals. Pets often play an important emotional role in children's lives, so their loss can be particularly impactful. Parents and guardians increasingly seek professional support to help children cope with grief constructively. Educational institutions, therapists, and online resources are also introducing tailored programs for younger audiences. This heightened emphasis on emotional well-being and early intervention is fuelling strong growth, making this segment the fastest expanding in the market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by widespread pet ownership and deep emotional connections between people and their pets. The region benefits from advanced veterinary systems and growing awareness about mental well-being, prompting more individuals to use grief support services. A wide range of offerings, including therapy, memorial services, and online platforms, enhances accessibility. Social acceptance of pet-related grief further boosts demand. Moreover, strong purchasing power allows consumers to invest in such services. Together, these elements ensure North America maintains its top position and continues to lead the market.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by rising pet adoption and evolving perceptions of pets as integral family members. Increasing urban lifestyles and higher income levels are contributing to stronger human-animal bonds. At the same time, awareness of emotional health is improving, encouraging people to seek support during pet loss. The growth of online platforms is making these services more accessible across diverse locations. With shifting cultural attitudes and expanding service offerings, the region is rapidly developing, positioning itself as the most dynamic and fastest-growing market globally.

Key players in the market

Some of the key players in Pet-Loss and Bereavement Support Services Market include Lap of Love, BluePearl Pet Hospice, Pet Heaven, Pet Angel, Compassionate Pet Support, Dragonfly End of Life Services, Pet Loss Partners, Rainbow Bridge, Tucker's Crossing, Candlelight Pet Loss Support, Wag's End, Paws to Heaven, Honouring Pets, PetGrief, Journeys Pet Loss, Precious Pet Memories, Forever Pet and Paws and Remember.

Key Developments:

In June 2025, BluePearl Pet Hospital officially launched BluePearl Pet Hospice, a new service offering in-home comfort care and virtual quality-of-life consultations for pets with chronic or terminal illnesses, with dedicated veterinarians and veterinary technicians providing support seven days a week.

In October 2024, the Rainbow Bridge memorial at Lake Lure Flowering Bridge in North Carolina was completely washed away by Hurricane Helene, leaving hundreds of pet owners devastated as collars and tags honoring their departed pets were swept away in the floodwaters.

Service Types Covered:

Counseling & Therapy Services

Support Groups & Community Programs

Memorialization & Tribute Services

End-of-Life Planning Assistance

Digital & Online Support Platforms

Delivery Modes Covered:

In-Person Services

Telehealth & Virtual Counseling

Hybrid

Provider Types Covered:

Veterinary Clinics & Hospitals

Independent Counselors & Therapists

Non-Profit Organizations & Charities

Specialized Pet-Loss Service Providers

Pet Types Covered:

Dogs

Cats

Horses

Other Pet Types

Pricing Models Covered:

Free & Donation-Based Services

Subscription-Based Platforms

One-Time Service Fees

Insurance-Covered Services

End Users Covered:

Individual Pet Owners

Families & Households

Children & Youth

Elderly Pet Owners

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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