

# **Pet Rehabilitation & Therapy Market Forecasts to 2032 – Global Analysis By Therapy Type (Physical Therapy, Electrotherapy, Hydrotherapy, Acupuncture, Laser Therapy, Shockwave Therapy and Other Therapies), Type, Animal Type, Distribution Channel, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Pet Rehabilitation & Therapy Market is accounted for \$702.45 million in 2025 and is expected to reach \$1,505.01 million by 2032 growing at a CAGR of 11.5% during the forecast period. Pet Rehabilitation & Therapy refers to a specialized branch of veterinary care focused on restoring mobility, reducing pain, and improving the overall quality of life of animals recovering from injury, surgery, illness, or age-related conditions. Rooted in principles long used in human physiotherapy, it combines time-tested techniques with modern veterinary science. Common therapies include physical exercise programs, hydrotherapy, laser therapy, therapeutic ultrasound, massage, and electrical stimulation. It is widely used for pets with orthopedic injuries, neurological disorders, arthritis, obesity, or post-operative weakness. The goal is not quick fixes, but steady, functional recovery helping pets regain strength, coordination, and independence through structured, evidence-based care.

### **Market Dynamics:**

Driver:

Pet Humanization Trend

The growing pet humanization trend is a major driver of the Pet Rehabilitation & Therapy market, as pet owners increasingly view animals as family members rather than companions. This shift has led to higher spending on advanced veterinary services, including post-surgical rehabilitation, pain management, and mobility restoration therapies. Owners are more willing to invest in long-term wellness, preventive care, and specialized treatments that enhance pets' quality of life, directly boosting demand for structured rehabilitation and therapeutic services globally. Thus, it drives the growth of the market.

Restraint:

### High Cost of Services

High costs associated with pet rehabilitation and therapy services act as a significant restraint on market growth. Specialized equipment, skilled veterinary professionals, advanced diagnostic tools, and repeated therapy sessions increase overall treatment expenses. These costs limit accessibility, particularly in price-sensitive regions and among uninsured pet owners. Additionally, limited reimbursement coverage and the perception of rehabilitation as non-essential care further restrict adoption, especially for long-term or chronic treatment programs.

Opportunity:

### Advancements in technology

Technological advancements present substantial growth opportunities in the Pet Rehabilitation & Therapy market. Innovations such as advanced laser therapy systems, underwater treadmills, wearable mobility trackers, and AI-assisted diagnostics are improving treatment accuracy and outcomes. Integration of tele rehabilitation, digital monitoring, and data-driven therapy planning enables more personalized care. These developments enhance efficiency, expand service capabilities, and attract both veterinary professionals and pet owners, driving broader adoption across clinics and rehabilitation centers.

Threat:

### Competition from Alternative Treatments

The market faces notable threats from alternative treatment options, including

conventional pain medications, supplements, acupuncture, chiropractic care, and emerging holistic therapies. These alternatives are often perceived as more affordable, less time-intensive, and easier to administer than structured rehabilitation programs. In some cases, pet owners opt for short-term symptom relief rather than long-term functional recovery. This competitive landscape can limit rehabilitation service utilization, particularly where awareness of therapy benefits remains limited.

### **Covid-19 Impact:**

The COVID-19 pandemic had a mixed impact on the Pet Rehabilitation & Therapy market. While temporary clinic closures and mobility restrictions disrupted therapy sessions, increased pet adoption during lockdowns expanded the long-term client base. Heightened awareness of pet health and wellness post pandemic supported recovery in demand. However, supply chain disruptions, staffing shortages, and delayed elective treatments slowed short-term growth, with the market regaining momentum as veterinary services normalized globally.

The neurological conditions segment is expected to be the largest during the forecast period

The neurological conditions segment is expected to account for the largest market share during the forecast period, due to the increasing incidence of spinal cord injuries, degenerative myelopathy, and nerve-related disorders in pets. These conditions often require long-term, structured rehabilitation programs to restore mobility, balance, and neuromuscular coordination. Growing adoption of advanced diagnostic imaging, post-surgical recovery protocols, and evidence-based therapy approaches further supports demand. Additionally, rising awareness among pet owners strengthens this segment's dominance.

The rehabilitation centers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the rehabilitation centers segment is predicted to witness the highest growth rate, due to rising establishment of specialized facilities dedicated solely to pet rehabilitation and therapy. These centers offer comprehensive treatment plans, advanced therapeutic equipment, and multidisciplinary expertise that general veterinary clinics may lack. Increasing veterinarian referrals, growing pet owner trust in specialized care, and demand for long-term rehabilitation services are accelerating growth. Furthermore, expanding investments in standalone rehabilitation infrastructure are

driving rapid adoption globally.

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

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rapidly increasing pet ownership, urbanization, and rising disposable incomes across emerging economies. Growing awareness of advanced veterinary treatments, improving animal healthcare infrastructure, and expanding availability of rehabilitation services support regional market leadership. Cultural shifts toward pet humanization and increased spending on companion animal wellness further drive demand. Additionally, the presence of cost-effective service providers enhances accessibility across the region.

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

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to advanced veterinary healthcare infrastructure, high pet insurance penetration, and strong adoption of innovative rehabilitation technologies. The region benefits from a well-established network of specialized rehabilitation centers and trained professionals. Increasing prevalence of age-related and chronic conditions in pets, combined with high owner willingness to invest in premium care, continues to accelerate market growth across the United States and Canada.

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

Some of the key players in Pet Rehabilitation & Therapy Market include Respond Systems, Inc., VCA Animal Hospitals, Assisi Animal Health, The Animal Medical Center, PulseVet Technologies, BluePearl Specialty and Emergency Pet Hospital, OrthoPets, Canine Rehabilitation Institute, Hudson Aquatic Systems LLC, VetStem Biopharma (VetStem Inc.), K-Laser USA, DJO Global, Inc., Companion Animal Health (LiteCure), Patterson Companies, Inc., and Vetoquinol S.A.

### **Key Developments:**

In January 2026, Dentsply Sirona and Patterson Dental have renewed their long-standing U.S. dental technology distribution agreement, strengthening a decades-old partnership to broaden access to Sirona's advanced digital tools and integrated solutions, supporting growth and improved dental practice efficiency.

In March 2025, Patterson Veterinary and dvmGRO have teamed up in a strategic pact to bolster independently owned veterinary practices, combining Patterson's products and services with dvmGRO's business support and tools so independents can compete, grow, and thrive in a changing market.

#### Therapy Types Covered:

Physical Therapy

Electrotherapy

Hydrotherapy

Acupuncture

Laser Therapy

Shockwave Therapy

Other Therapies

#### Types Covered:

Rehabilitation Equipment

Consumables & Accessories

Therapeutic Devices

#### Animal Types Covered:

Dogs

Horses

Cats

Other Companion Animals

Distribution Channels Covered:

Direct Sales

Online Channels

Distributors & Wholesalers

Applications Covered:

Post-Surgical Rehabilitation

Degenerative Diseases

Osteoarthritis & Joint Disorders

Pain Management

Neurological Conditions

Sports Injuries

End Users Covered:

Veterinary Hospitals & Clinics

Animal Shelters

Rehabilitation Centers

Homecare Settings

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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