

Pet Service Booking Apps Market Forecasts to 2034 – Global Analysis By Service Type (Pet Grooming Booking, Pet Boarding & Daycare Booking, Pet Sitting & Dog Walking Booking, Pet Training Booking, Veterinary Appointment Booking, Pet Transportation Services, Other Service Types), By Platform Type, By Business Model, By Application, By End User and By Geography

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Abstracts

According to Statistics MRC, the Global Pet Service Booking Apps Market is accounted for \$0.8 billion in 2026 and is expected to reach \$2.4 billion by 2034 growing at a CAGR of 14.5% during the forecast period. Pet Service Booking Apps are digital platforms that enable pet owners to schedule and manage services such as grooming, veterinary visits, training, daycare, and boarding. These apps provide real-time availability, online payment, reminders, and service reviews, improving convenience and transparency. They facilitate business growth for pet service providers while enhancing customer engagement. By integrating loyalty programs, telehealth options, and location-based recommendations, these apps streamline pet care, reduce administrative burden, and support the growing demand for on-demand, tech-enabled pet services in urban and digitally connected markets.

Market Dynamics:

Driver:

Increasing smartphone penetration among pet owners

Mobile connectivity enables easy access to veterinary appointments, grooming services, and training sessions. Owners increasingly prefer digital platforms for convenience and time efficiency. The integration of mobile payments and notifications further enhances user experience. Younger demographics, especially millennials and Gen Z, are more inclined toward app-based solutions for pet care. This widespread smartphone adoption continues to fuel market expansion globally.

Restraint:

App development and maintenance costs

Building secure, user-friendly platforms requires substantial investment in technology and skilled developers. Continuous updates, bug fixes, and integration with payment gateways add to operational expenses. Smaller service providers often struggle to afford these costs, limiting their digital presence. Competition from established players further raises the barrier to entry. These financial challenges restrict broader adoption of booking apps across regions.

Opportunity:

AI scheduling and personalized recommendations

Intelligent algorithms can suggest optimal appointment times based on pet health records and owner preferences. Personalized notifications for vaccinations, grooming, or training sessions enhance customer engagement. Integration with wearable pet devices can provide real-time health insights, strengthening app utility. AI also enables predictive analytics for service providers, improving resource allocation. This technological advancement is expected to accelerate adoption and premiumization of booking apps.

Threat:

High competition from generic booking platforms

Large players in the general appointment booking space often extend their services to include pet care. Their established user base and brand recognition make it difficult for niche apps to compete. Price competition and bundled services further erode market share for specialized providers. Consumers seeking convenience may prefer

multipurpose platforms over pet-only solutions. This competitive overlap continues to challenge the growth of dedicated pet service apps.

Covid-19 Impact:

The Covid-19 pandemic had mixed effects on the pet service booking apps market. On one hand, restrictions on physical movement disrupted in-person services such as grooming and training. On the other hand, veterinary teleconsultations and online scheduling saw a surge in demand. Pet adoption rates increased during lockdowns, boosting long-term demand for digital service platforms. Online channels became the primary mode of booking and communication. Overall, the pandemic accelerated digital adoption while highlighting the need for resilient service models.

The veterinary appointment booking segment is expected to be the largest during the forecast period

The veterinary appointment booking segment is expected to account for the largest market share during the forecast period as healthcare remains the most essential service for pet owners. Rising awareness of preventive care and regular check-ups is driving demand for digital scheduling. Veterinary clinics increasingly partner with app providers to streamline operations. The convenience of reminders and digital records enhances customer loyalty. Integration with telemedicine platforms further strengthens this segment's dominance. Consequently, veterinary booking apps remain the backbone of the market.

The pet service providers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the pet service providers segment is predicted to witness the highest growth rate due to rising demand for grooming, training, and daycare services. Owners are increasingly seeking specialized services beyond healthcare. Digital platforms allow easy comparison of providers, pricing, and reviews, boosting adoption. Subscription models and bundled service packages are gaining traction among urban consumers. E-commerce integration is enabling cross-selling of accessories and food alongside service bookings. This dynamic growth positions service providers as the fastest-expanding segment in the market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to high pet ownership rates and advanced digital infrastructure. Consumers in the U.S. and Canada are highly receptive to mobile-based solutions for pet care. Established veterinary networks and grooming chains are integrating booking apps into their operations. Strong purchasing power supports premium app adoption and subscription models. Social media influence and digital marketing are particularly strong in this region. These factors collectively ensure North America's dominance in market share.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by the rising disposable incomes and urbanization fuel pet adoption. Countries such as China, India, and Japan are witnessing rapid growth in digital service platforms. Increasing smartphone penetration and affordable internet access are driving adoption of booking apps. Local startups are entering the market with cost-effective solutions tailored to regional needs. E-commerce expansion is further supporting integration of pet services with online retail. This dynamic growth positions Asia Pacific as the fastest-emerging region in the global market.

Key players in the market

Some of the key players in Pet Service Booking Apps Market include Rover Group, Inc., Wag! Group Co., PetBacker, Holidog, Fetch! Pet Care, Pawshake, Care.com (Pet Services), Gudog, Barkly Pets, Time To Pet, PetSitter.com, DogVacay, PetCloud, Scout for Pets and Precious Paws.

Key Developments:

In July 2025, Fetch Pet Insurance announced a strategic partnership with pet-tech company SATELLAI to integrate AI-powered smart collars with pet insurance, offering over 500,000 customers exclusive access to the SATELLAI Collar for real-time health monitoring and GPS tracking. Fetch CEO Paul Guyardo described the collaboration as a 'moonshot moment for pet health,' aiming to shift pet care from reactive insurance claims to proactive, data-driven prevention.

In February 2024, Rover Group completed its \$2.3 billion acquisition by Blackstone, a private equity firm, in an all-cash transaction. The deal approved by shareholders, resulted in Rover being delisted from Nasdaq, positioning the company for private

growth and expansion under Blackstone's ownership.

Service Types Covered:

Pet Grooming Booking

Pet Boarding & Daycare Booking

Pet Sitting & Dog Walking Booking

Pet Training Booking

Veterinary Appointment Booking

Pet Transportation Services

Other Service Types

Platform Types Covered:

Mobile Applications

Web-Based Platforms

Cloud-Based Platforms

On-Premise Solutions

AI-Enabled Platforms

Subscription-Based Platforms

Other Platform Types

Business Models Covered:

Commission-Based

Subscription-Based

Freemium Model

Advertisement-Based

Listing Fees Model

Marketplace Model

Other Business Models

Applications Covered:

Dogs

Cats

Birds

Fish

Small Mammals

Exotic Pets

Other Applications

End Users Covered:

Individual Pet Owners

Pet Service Providers

Veterinary Clinics

Pet Grooming Centers

Pet Boarding Facilities

Pet Trainers

Other End Users

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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