

Pet Sitting & Walking Apps Market Forecasts to 2032 – Global Analysis By Service Type (Pet Sitting, Drop-in Visits, Dog Walking, Pet Transportation, Pet Boarding Booking and On-Demand Emergency Services), Pet Type, Platform Type, Pricing Model, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Pet Sitting & Walking Apps Market is accounted for \$2.9 billion in 2025 and is expected to reach \$6.3 billion by 2032 growing at a CAGR of 11.8% during the forecast period. Pet sitting and walking apps are digital platforms that connect pet owners with trusted caregivers who can look after or exercise their animals when life gets busy. These apps blend the old-fashioned comfort of dependable help with the ease of modern technology, offering services such as on-demand walks, in-home visits, overnight care, and real-time updates. They rely on GPS tracking, secure payments, and verified profiles to build confidence and transparency. In a world that's moving fast, they bring a sense of steadiness—ensuring pets get the attention they deserve while owners move forward with their day, grounded in simple, time-tested care.

Market Dynamics:

Driver:

Growing pet ownership worldwide

Growing pet ownership worldwide is breathing steady strength into the market, as more families welcome animals into their homes and seek dependable care solutions when

life demands their attention elsewhere. With busier schedules, smaller households, and rising urban living, people turn to apps that offer trustworthy walkers and sitters who step in with the same reliability once expected from familiar neighbors. This expanding pet population fuels continuous demand, grounding modern tech in the timeless promise of loyal, attentive care. Thus, it drives the growth of the market.

Restraint:

High service costs

High service costs weigh down the market, creating hesitation among budget-conscious owners who struggle to balance affection for their pets with the rising price of professional care. While the apps offer convenience, transparency, and safety, the fees for walking, sitting, and premium services can push users toward informal, untrained alternatives. This cost barrier limits broad adoption, reminding the industry that progress must stay accessible if it hopes to honor the long-standing tradition of affordable, community-based help.

Opportunity:

Pet humanization trend

The growing pet humanization trend opens a powerful opportunity, as owners increasingly treat their animals like cherished family members deserving thoughtful, high-quality care. This emotional shift drives demand for personalized services, real-time updates, safety features, and vetted caregivers—capabilities that these apps deliver with ease. As households seek dependable, compassionate support, the market can expand by blending deep-rooted caregiving values with technology that amplifies trust. This trend pushes the industry toward richer, more meaningful pet experiences anchored in genuine attention.

Threat:

Regulatory and liability issues

Regulatory and liability hurdles cast a long shadow over the market, as regions tighten rules around pet safety, insurance coverage, service quality, and caregiver accountability. These requirements, though essential for protecting animals and owners, introduce complexity and cost for platforms trying to scale responsibly. Missteps or

unclear standards can expose companies to legal risks, slowing growth. This challenge forces the industry to navigate carefully—respecting long-established safety expectations while building modern systems that can withstand stricter oversight.

Covid-19 Impact:

The Covid-19 pandemic left a mixed imprint on the market. Lockdowns initially reduced outdoor walks and in-home visits, slowing demand and disrupting caregiver availability. Yet as remote work surged and people sought companionship at home, pet adoption increased significantly, laying fresh groundwork for recovery. When restrictions eased, owners leaned heavily on apps for flexible, trusted support while balancing new hybrid routines. The crisis reshaped habits, strengthening long-term reliance on digital care solutions anchored in both convenience and emotional reassurance.

The small mammals segment is expected to be the largest during the forecast period

The small mammals segment is expected to account for the largest market share during the forecast period because owners of rabbits, guinea pigs, hamsters, and similar pets increasingly rely on app-based support for their delicate care needs. These animals require consistent feeding, gentle handling, and stress-free environments, which apps help match with trained caregivers. As pet ownership broadens beyond dogs and cats, families turn to trusted digital platforms to ensure these fragile creatures receive dependable, attentive care—honoring traditional nurturing values while embracing modern convenience.

The scheduling & booking segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the scheduling & booking segment is predicted to witness the highest growth rate, due to rising demand for seamless, time-saving tools that simplify daily pet care routines. As busy households juggle work, travel, and shifting lifestyles, they lean on intuitive app features that allow quick reservations, automated reminders, and flexible rescheduling. This reliability echoes the old promise of punctual, dependable service while using digital precision to remove friction. The result is a segment thriving on both tradition and technological ease.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share, due to rapid urbanization, rising disposable incomes, and a growing culture of pet companionship across major cities. Families living in dense metropolitan areas increasingly turn to apps for trustworthy walkers and sitters who can navigate local routines. With tech adoption surging and pet care shifting from informal arrangements to organized services, the region blends long-standing community reliance with modern digital frameworks, making app-based care an everyday necessity rather than a luxury.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to strong digital adoption, widespread pet humanization, and expanding subscription-based service models. Pet owners seek transparency, verified sitters, and real-time tracking—features that fit seamlessly into the region’s tech-forward lifestyle. At the same time, the cultural emphasis on responsible, attentive pet care strengthens demand for structured, app-driven support. This blend of innovation and long-held pet-loving values accelerates market expansion, pushing North America to the forefront of future growth.

Key players in the market

Some of the key players in Pet Sitting & Walking Apps Market include Rover, Wag!, PetBacker, Pawshake, Tailster, BorrowMyDoggy, PetCloud, TrustedHousesitters, Care.com, Sittercity, DogHero, Fetch! Pet Care, HouseSitMatch, Holidog, and PetSitter.com.

Key Developments:

In Jul 2025, Fetch Pet Insurance has teamed up with pet-tech firm SATELLAI to launch a new AI-powered dog collar that tracks pets’ location, health, behavior and rest patterns in real time. The collar uses GPS and AI to monitor energy levels and wellbeing offering personalized training, nutrition and safety cues, and customizable virtual fences for secure roaming.

In May 2024, Wagmo and Rover have joined forces to revolutionize pet-care benefits for partner companies: employees at select Wagmo partner firms now get discounted access to Rover’s full suite of pet-care services — from pet sitting and walking to boarding, daycare and drop-in visits.

Service Types Covered:

Pet Sitting

Drop-in Visits

Dog Walking

Pet Transportation

Pet Boarding Booking

On-Demand Emergency Services

Pet Types Covered:

Dogs

Small Mammals

Cats

Birds

Reptiles

Other Pet Types

Platform Types Covered:

iOS

Android

Web-Based Platforms

Pricing Models Covered:

Subscription-Based

Freemium with Add-Ons

Pay-Per-Service

Applications Covered:

Real-Time Tracking

Reviews & Ratings

Scheduling & Booking

In-App Payments

Communication/Chat Tools

End Users Covered:

Individual Pet Owners

Pet Care Agencies

Professional Pet Sitters/Walkers

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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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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