

Pet-Toys and Enrichment Devices Market Forecasts to 2034 – Global Analysis By Product Type (Chew Toys, Interactive Toys, Fetch & Retrieval Toys, Plush & Comfort Toys, Climbing & Scratching Devices, Sensory Stimulation Toys and DIY & Customizable Enrichment Kits), Material, Pet Type, Distribution Channel, End User and By Geography

<https://marketpublishers.com/r/PA688FDCE4E0EN.html>

Date: June 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: PA688FDCE4E0EN

Abstracts

According to Statistics MRC, the Global Pet-Toys and Enrichment Devices Market is accounted for \$11.8 billion in 2026 and is expected to reach \$20.6 billion by 2034 growing at a CAGR of 7.2% during the forecast period. Pet toys and enrichment devices are essential for maintaining pets' physical fitness and cognitive engagement. They range from chew items, treat-dispensing puzzles, and interactive play objects to sensory enrichment tools that combat stress and monotony. By stimulating instincts like chasing, chewing, and thinking, these products keep animals active and mentally alert. Consistent use helps reduce unwanted behaviors while supporting overall health. Growing awareness among pet owners about wellbeing is driving demand for creative and long-lasting toys worldwide. Companies are also adopting sustainable materials and advanced features to improve safety and usability. This trend is expected to expand market growth steadily.

According to the American Pet Products Association, 66% of U.S. households—about 86.9 million homes—own a pet, creating sustained demand for toys and enrichment devices.

Market Dynamics:

Driver:

Rising pet humanization trend

The growing practice of viewing pets as integral family members significantly boosts the pet-toys and enrichment devices market. Owners are increasingly spending on items that support both mental engagement and physical health, such as interactive and stimulating toys. This behavior is especially noticeable in cities, where companionship drives purchasing decisions. Consequently, the market is witnessing a surge in demand for high-quality, safe, and engaging products. Companies are introducing advanced solutions aimed at enhancing interaction between pets and owners while keeping animals entertained, mentally alert, and emotionally fulfilled in contemporary living environments.

Restraint:

High cost of premium and smart toys

Expensive pricing of advanced and high-quality pet toys presents a major challenge for market growth. Devices equipped with modern technologies like sensors and mobile integration are often unaffordable for many consumers. This is especially true in emerging economies where pet-related spending is limited. Additionally, some owners in developed regions avoid purchasing costly accessories they consider non-essential. Due to this price barrier, adoption rates remain constrained, preventing wider market expansion. The affordability issue continues to impact the demand for innovative enrichment products across diverse consumer segments worldwide.

Opportunity:

Expansion of smart and connected pet devices

Rising interest in intelligent and connected technologies creates strong growth potential for pet enrichment products. Modern devices equipped with apps, sensors, and automation enable owners to engage with pets from a distance. These solutions suit fast-paced lifestyles by keeping animals entertained independently. The demand for customized and convenient pet care is pushing companies to develop innovative offerings. As technological solutions become more widely available and cost-effective, adoption is likely to increase. This trend opens new avenues for manufacturers to deliver improved functionality and interactive experiences in the pet-toys and

enrichment devices market.

Threat:

Intense market competition and price pressure

High levels of competition within the pet toy industry create pricing challenges for businesses. With many global and regional companies offering similar products, firms often lower prices to attract customers. This reduces profitability and forces companies to balance affordability with quality. Smaller players, in particular, may find it difficult to compete effectively. Continuous innovation is necessary to differentiate products, which increases expenses. Such intense rivalry can limit growth opportunities and make it harder for companies to maintain stable financial performance in the pet-toys and enrichment devices market.

Covid-19 Impact:

The pandemic created both positive and negative effects on the pet-toys and enrichment devices industry. Stay-at-home measures led to higher pet adoption rates and increased demand for engaging products to keep animals active. Online sales channels expanded rapidly as retail outlets faced closures. On the downside, disruptions in supply chains and production delays impacted product distribution. Financial uncertainty caused some consumers to reduce discretionary spending on pet accessories. Despite these challenges, awareness of pets' mental and physical needs grew significantly, supporting continued demand for enrichment products even after restrictions were lifted.

The chew toys segment is expected to be the largest during the forecast period

The chew toys segment is expected to account for the largest market share during the forecast period as they fulfil basic needs such as dental care and natural chewing behaviour. Particularly popular among dog owners, these products are considered essential and are purchased regularly. Their cost-effectiveness, strength, and ability to prevent unwanted habits contribute to sustained demand. Veterinarians frequently suggest chew toys to support oral health and reduce anxiety in pets. Advancements in safe and durable materials have further enhanced their appeal. Due to their everyday utility and broad usage, chew toys continue to lead the market compared to other product categories.

The smart & tech-integrated materials segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the smart & tech-integrated materials segment is predicted to witness the highest growth rate. These advanced materials support functionalities like motion detection, automation, and mobile connectivity, improving user experience and pet interaction. The demand for innovative products that allow remote monitoring and engagement is steadily increasing. Changing lifestyles and a preference for high-end pet care solutions are further contributing to this trend. Ongoing developments in technology are enhancing product capabilities, making this segment highly dynamic. As a result, smart and tech-enabled materials are projected to grow at the quickest pace among all categories.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by widespread pet adoption and significant expenditure on pet-related products. The region has a mature pet care industry and high awareness regarding animal health and engagement. Owners increasingly treat pets as family members, leading to greater demand for high-quality toys. Strong distribution networks and the presence of major companies contribute to market expansion. The rapid growth of online shopping and continuous introduction of innovative products further boost sales. These factors collectively ensure that North America maintains its 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 development, improving income levels, and a surge in pet ownership. Countries like China and India are seeing increased demand as more households adopt pets and invest in their wellbeing. Rising awareness about mental stimulation and health is influencing purchasing behaviour. Online retail expansion and the presence of global companies are making products more accessible. These combined factors are accelerating market expansion, positioning Asia-Pacific as the region with the highest growth rate in this industry.

Key players in the market

Some of the key players in Pet-Toys and Enrichment Devices Market include

ZippyPaws, Multipet International Inc., Outward Hound, KONG Company, Benebone LLC, Petmate, Ethical Products Inc., Petsport USA Inc., Cheerble, Coastal Pet Products Inc., ChuckIt, The OurPet's Co., Worldwide Inc., Company of Animals Ltd., Nylabone, Pet Qwerks Inc., Mammoth Pet Products and West Paw.

Key Developments:

In August 2025, West Paw is partnering with Zeigler's Distributor Inc. West Paw is the Certified B Corporation known for designing products for the love of pets, people and the planet. This exciting new partnership with Zeigler's Distributor represents a continued dedication to the success of independent pet retailers.

In January 2025, Benebone is back with Front Row Motorsports (FRM) as a primary partner of Zane Smith and the No. 38 Ford Mustang Dark Horse team for the 2025 NASCAR Cup Series season. For Smith, the partnership with Benebone is an authentic connection, as he is a proud parent of two Benebone-loving dogs, Roxy and Kygo.

Product Types Covered:

Chew Toys

Interactive Toys

Fetch & Retrieval Toys

Plush & Comfort Toys

Climbing & Scratching Devices

Sensory Stimulation Toys

DIY & Customizable Enrichment Kits

Materials Covered:

Rubber & Silicone

Plastic & Composite

Fabric & Plush

Natural Materials

Smart & Tech-Integrated Materials

Pet Types Covered:

Dogs

Cats

Birds

Small Mammals

Reptiles & Exotic Pets

Distribution Channels Covered:

Pet Specialty Stores

Veterinary Clinics & Pet Hospitals

Online Retail & E-Commerce Platforms

Supermarkets & Hypermarkets

Direct-to-Consumer Subscription Boxes

End Users Covered:

Household & Individual Pet Owners

Pet Daycare & Boarding Facilities

Training & Obedience Centers

Animal Shelters & Rescue Organizations

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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