

Pet Training and Obedience Services Market Forecasts to 2034 – Global Analysis By Training Type (Basic Obedience Training, Advanced Obedience Training, Behavioral Modification Training and Specialized Skills Training), Delivery Mode, Service Provider, Animal Type, Pricing, End User and By Geography

<https://marketpublishers.com/r/PE00AF176F8EEN.html>

Date: June 2026

Pages: 200

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

ID: PE00AF176F8EEN

Abstracts

According to Statistics MRC, the Global Pet Training and Obedience Services Market is accounted for \$5.6 billion in 2026 and is expected to reach \$9.3 billion by 2034 growing at a CAGR of 6.6% during the forecast period. Pet training and obedience services are essential for developing disciplined and well mannered companions. They emphasize instructing animals in commands, behavior management, and interaction techniques that build trust between owners and their pets. Skilled trainers apply reward based methods to correct problems like fear, aggression, and lack of responsiveness while encouraging positive habits. As pet ownership rises, interest in organized training options, from group lessons to one on one coaching, is expanding steadily. Such services contribute to safer environments, easier daily routines, and better quality of life, ensuring consistent behavior and lasting emotional balance in pets across ages and breeds.

According to the American Pet Products Association (APPA), U.S. pet industry expenditures reached \$158 billion in 2024, with the “Other Services” category—including training and obedience services—representing a significant portion of this spending.

Market Dynamics:

Driver:**Increasing urbanization and compact living spaces**

The expansion of urban areas and the prevalence of smaller living spaces significantly boost the need for pet training and obedience services. Pets living in apartments or densely populated neighborhoods must exhibit controlled behavior to avoid disturbances. Problems like noise, aggression, or lack of discipline can lead to social conflicts, prompting owners to seek professional guidance. Training helps animals adapt to restricted environments and follow commands effectively. With more people adopting pets in cities, the reliance on structured behavior programs continues to rise, making urbanization a major factor supporting the steady growth of the training services market.

Restraint:**High cost of professional training services**

The expensive nature of professional pet training services restricts the growth of the market by making such services inaccessible to a large number of pet owners. Costs associated with expert trainers, customized sessions, and comprehensive programs can be high, especially for households with limited budgets. This financial burden is more evident in developing and price conscious regions. Continuous training requirements and specialized behavior correction add to the overall expense. Consequently, many pet owners prefer do it yourself approaches or basic guidance instead of hiring professionals, which limits widespread adoption and slows the expansion of structured training services worldwide.

Opportunity:**Growth of digital and virtual training platforms**

The expansion of online and virtual training solutions offers a significant growth opportunity for the pet training and obedience services market. Through apps, video lessons, and remote consultations, pet owners can access professional advice conveniently from anywhere. These options suit modern lifestyles and minimize the need for in person sessions. For providers, digital platforms allow broader reach and reduced costs. Rising internet access and smartphone adoption further support this trend. As more consumers embrace technology driven solutions, virtual training services

are becoming increasingly popular, opening new avenues for revenue generation and strengthening engagement with a diverse customer base worldwide.

Threat:

Intense market competition and price pressure

Strong competition and increasing price pressure represent a major threat to the pet training and obedience services market. With numerous trainers, institutions, and digital platforms entering the space, competition intensifies, leading to lower service prices and shrinking margins. Smaller businesses often find it difficult to stand out or maintain service standards while remaining cost competitive. The abundance of choices can also overwhelm customers, affecting decision making. This environment creates challenges in retaining clients and achieving long term profitability, particularly for new or less established providers trying to build a stable presence in the market.

Covid-19 Impact:

The outbreak of COVID-19 influenced the pet training and obedience services market in both negative and positive ways. Restrictions such as lockdowns and distancing measures disrupted traditional face-to-face training, forcing many providers to halt operations temporarily. Despite this, a rise in pet ownership during the period created new demand for training, especially among inexperienced owners. Service providers adapted by offering virtual sessions and digital tools to maintain engagement. With the gradual lifting of restrictions, the market experienced recovery and growth. The adoption of hybrid training approaches and digital platforms has since strengthened the market's future potential and resilience.

The basic obedience training segment is expected to be the largest during the forecast period

The basic obedience training segment is expected to account for the largest market share during the forecast period because it is a fundamental requirement for developing well-behaved pets. It emphasizes essential commands, discipline, and social interaction skills that are necessary for everyday life. This segment attracts strong demand, especially from new pet owners seeking to establish control and communication with their pets. Its affordability and widespread availability further increase its popularity. As an entry-level training option, it serves as the starting point for more advanced programs, ensuring consistent demand and making it the leading segment across

various regions and customer groups.

The pet boarding & daycare facilities with training services segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the pet boarding & daycare facilities with training services segment is predicted to witness the highest growth rate. Their appeal lies in offering combined care and training, which suits pet owners with limited time. These facilities provide supervised environments where pets can develop behaviour skills alongside social interaction. Rising urban lifestyles and increasing working populations contribute to this demand. The model encourages repeat usage through bundled offerings and ongoing engagement. By delivering consistent training within a structured setting, this segment is gaining popularity and expanding quickly, positioning itself as a key growth driver in the market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by widespread pet ownership and a strong focus on animal care and behaviour. Pet owners in the region are highly aware of the importance of training, leading to increased spending on professional services. The availability of skilled trainers and advanced training facilities strengthens the market presence. Growing trends of treating pets as family members further boost demand. Additionally, the region benefits from organized service networks and digital platforms. Urban living conditions also encourage disciplined pet behaviour, supporting North America's continued leadership in this market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by increasing adoption of pets and improving economic conditions. As urbanization accelerates, more households are welcoming pets and seeking professional training assistance. Awareness regarding pet behaviour and proper care is also rising steadily. A growing number of new pet owners further fuels demand for structured training programs. The availability of digital training platforms enhances accessibility across the region. With several emerging markets still developing, Asia Pacific offers significant opportunities, making it the fastest expanding region in this industry.

Key players in the market

Some of the key players in Pet Training and Obedience Services Market include PetSmart, Petco, Camp Bow Wow, Best Friends Pet Care, Dogtopia, Wag! (Wag Labs), Dog Training Elite, Bark Busters Home Dog Training, Victoria Stilwell Positively Dog Training, Hudson Valley Dog Training, Sit Means Sit, City Dog Training, Leader of the Pack Training, Doggy Dan, Zak George's Dog Training, Absolute Dogs, Association of Professional Dog Trainers (APDT) and Victoria Stilwell Academy.

Key Developments:

In July 2025, PetSmart is expanding its premium pet nutrition offerings through an exclusive partnership with General Mills to launch Edgard & Cooper, one of Europe's fastest growing premium pet food brands. This partnership further positions PetSmart to meet the growing demand for premium, real-ingredient, functional nutrition options at a time when many pet parents are more mindful than ever about what they feed their pets.

In May 2024, Wag! Company introduced WeCompare.com, a new consumer-facing brand poised to reshape the insurance comparison landscape. WeCompare leverages the expertise and technology Wag! has gained from years in the pet insurance space to deliver a powerful comparison platform across diverse verticals, starting with auto and moving to include home, life, travel, and more.

Training Types Covered:

Basic Obedience Training

Advanced Obedience Training

Behavioral Modification Training

Specialized Skills Training

Delivery Modes Covered:

In-Person Individual Training

Group Training Classes

Online & Virtual Training Programs

Hybrid

Service Providers Covered:

Independent Trainers

Pet Training Schools & Academies

Veterinary Clinics Offering Training

Pet Boarding & Daycare Facilities with Training Services

Animal Types Covered:

Dogs

Cats

Other Animal Types

Pricings Covered:

Hourly & Session-Based

Package Programs

Subscription & Continuous Training Plans

Premium Specialized Programs

End Users Covered:

Pet Owners

Professional Handlers

Service Animal Organizations

Animal Shelters & Rescues

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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