

# **Pet-Wellness and Massage Services Market Forecasts to 2034 – Global Analysis By Service Type (Therapeutic Massage Services, Relaxation & Stress-Relief Massage, Rehabilitation & Recovery Massage, Preventive Wellness Programs and Holistic & Alternative Therapies), Delivery Mode, Pet Type, Purpose of Service, Package Model, End User and By Geography**

<https://marketpublishers.com/r/P83760878F9DEN.html>

Date: June 2026

Pages: 200

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

ID: P83760878F9DEN

## **Abstracts**

According to Statistics MRC, the Global Pet-Wellness and Massage Services Market is accounted for \$3.5 billion in 2026 and is expected to reach \$6.6 billion by 2034 growing at a CAGR of 8.0% during the forecast period. Pet wellness and massage services aim to enhance pets' physical condition, mental calmness, and wellbeing through specialized hands-on therapies and holistic approaches. Offerings range from soothing massage and rehabilitation sessions to hydrotherapy, aromatherapy, and techniques that reduce stress and improve circulation. Trained professionals evaluate each pet's needs and customize treatments for pain management, flexibility, anxiety reduction, or recovery after medical procedures. Rising pet ownership, humanization trends, and interest in preventive healthcare are boosting adoption, while in-home options increase accessibility. With owners seeking healthier, happier lives for their animals, these services are becoming a vital part of contemporary pet care solutions.

According to the American Pet Products Association (APPA), U.S. pet industry expenditures totaled \$147 billion in 2023, including \$12.3 billion spent on "other services" such as grooming, boarding, training, insurance, and pet sitting/walking — the category where wellness and massage services are typically included.

## Market Dynamics:

### Driver:

#### Rising pet humanization

The growing perception of pets as integral family members is significantly boosting the pet-wellness and massage services market. Owners now focus on ensuring their animals' emotional wellbeing, comfort, and extended lifespan, leading to higher spending on specialized services. This includes relaxation therapies, massage treatments, and preventive healthcare measures designed to maintain optimal health. Modern urban living and changing family dynamics intensify this connection, while digital platforms increase exposure to premium pet care trends. As a result, more individuals are embracing customized wellness services, driving consistent growth in demand for pet massage and holistic care solutions worldwide.

### Restraint:

#### Limited awareness in emerging markets

A lack of understanding regarding pet wellness and massage therapies in developing regions limits market growth. Many owners remain unaware of how these services can enhance their pets' health, mobility, and emotional balance. Conventional care approaches typically emphasize feeding and basic medical attention, leaving little room for holistic practices. Inadequate awareness campaigns, limited professional guidance, and low visibility of such services further reduce acceptance. Rural and smaller urban areas face even greater information gaps. Consequently, insufficient knowledge and exposure continue to impede adoption, slowing the expansion of pet wellness and massage services in emerging economies.

### Opportunity:

#### Integration with veterinary care

Combining pet wellness and massage services with veterinary practices creates a valuable growth avenue. Many veterinarians now acknowledge the advantages of supportive therapies in improving recovery outcomes and managing chronic conditions. Partnerships between clinics and wellness providers enable comprehensive care plans

that address both medical and therapeutic needs. This collaboration increases trust among pet owners and promotes the use of massage services as a regular part of healthcare routines. Offering bundled services and referral systems enhances convenience and accessibility. As a result, integration with veterinary care supports wider adoption and reinforces the importance of holistic pet treatment approaches.

#### Threat:

##### Intense market competition

High levels of competition in the pet wellness and massage sector create significant challenges for service providers. With many businesses offering comparable services, it becomes harder to stand out and maintain profitability. Competitive pricing strategies can reduce margins, while new entrants introducing unique concepts or lower costs can attract customers away from established players. The similarity of services further complicates differentiation. To remain successful, companies must focus on enhancing quality, branding, and customer satisfaction. Without clear value propositions and strong market presence, businesses may face difficulties in sustaining growth and preserving their competitive position.

#### Covid-19 Impact:

The pandemic created both challenges and opportunities for the pet wellness and massage services market. Lockdowns and social distancing measures initially disrupted operations, causing service interruptions and revenue decline. At the same time, a surge in pet ownership and closer relationships between pets and owners increased awareness of animal wellbeing. This led to growing interest in stress-relief and therapeutic services. Home-based and mobile care options became more in demand due to safety preferences. Online consultations and digital engagement also expanded. Following the easing of restrictions, the market experienced recovery, driven by greater emphasis on preventive care and pet health management.

The therapeutic massage services segment is expected to be the largest during the forecast period

The therapeutic massage services segment is expected to account for the largest market share during the forecast period because of their effectiveness in treating physical ailments and supporting medical care. These services are commonly used to alleviate pain, enhance movement, and manage long-term conditions like joint problems

and muscle tension. Many pet owners choose therapeutic massage as an additional solution alongside veterinary treatments to improve recovery and overall wellbeing. Increasing numbers of senior pets and greater awareness of rehabilitation options are further driving demand. Due to its clinical benefits and professional endorsement, this segment continues to maintain the highest share in the market.

The mobile & at-home services segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the mobile & at-home services segment is predicted to witness the highest growth rate, driven by the need for convenience and customized care. Many pet owners favor in-home treatments as they save time and prevent the stress associated with transporting animals. Familiar surroundings also enhance pets' comfort, making therapies more effective. The emergence of on-demand services and subscription plans is further accelerating adoption. These services also reach locations without specialized facilities, improving accessibility. With changing lifestyles and increasing preference for flexible solutions, mobile and at-home offerings are rapidly expanding in both urban and developing regions.

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

During the forecast period, the North America region is expected to hold the largest market share, supported by a large pet population and significant expenditure on high-quality pet care. The region has well-established veterinary systems, increasing awareness of holistic treatments, and a strong base of trained service providers. Pet owners in this region often treat animals as family members, leading to greater investment in wellness solutions such as massage therapy. The presence of insurance coverage and structured service offerings further boosts market growth. Combined with higher income levels and modern lifestyles, these factors position North America as the market leader.

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

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by economic development and changing lifestyles. Increasing income levels and higher rates of pet ownership are encouraging spending on enhanced pet care solutions. Awareness of holistic health practices for pets is also improving, leading to greater acceptance of wellness services. Growth in veterinary facilities and service providers, including mobile options, is expanding accessibility. With a vast and largely

untapped consumer base, the region offers strong growth opportunities, making it a key area for rapid expansion in the pet wellness industry.

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

Some of the key players in Pet-Wellness and Massage Services Market include Companion Animal Wellness, Canine Body Balance, Pet Massage Professionals, Animal Dynamics, Pawsitive Touch, PetFit, Pawstretch, Furry Paws Wellness, Healing Paws Wellness, Zen Dog Studio, K9 Massage Direct, Pet Rehab and Wellness, Canine Wellness Center, PawLux, Tail to Nose Wellness, PetAlign, Vibrant Paws and K9 Kneads.

### **Key Developments:**

In January 2026, PawsitiveTouch launched an AI-powered smart wearable system of the same name ("PawsitiveTouch"), moving beyond standard activity tracking to interpret and influence a dog's emotional state using targeted vibroacoustic stimuli, helping reduce anxiety and improve canine mental well-being.

In May 2025, Healing Paws opened a new veterinary clinic in Mount Kisco, NY, focused on individualized care. The company also launched a community program offering free animal wellbeing visits to schools and care homes in 2026, promoting stress relief and emotional bonding through pet interaction.

### **Service Types Covered:**

Therapeutic Massage Services

Relaxation & Stress-Relief Massage

Rehabilitation & Recovery Massage

Preventive Wellness Programs

Holistic & Alternative Therapies

### **Delivery Modes Covered:**

In-Clinic Services

Mobile & At-Home Services

Spa & Wellness Centers

Online & Virtual Wellness Guidance

#### Pet Types Covered:

Dogs

Cats

Horses

Other Companion Animals

#### Purpose of Services Covered:

Pain Management

Stress & Anxiety Reduction

Post-Surgery Recovery

Mobility & Joint Health

General Wellness & Preventive Care

#### Package Models Covered:

Single Session Services

Subscription & Wellness Packages

## Premium Customized Programs

### End Users Covered:

Individual Pet Owners

Veterinary Clinics

Pet Spas & Wellness Centers

Animal Shelters & Rescue Organizations

Professional Breeders & Trainers

### 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

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

### **2 RESEARCH FRAMEWORK**

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
  - 2.4.1 Data Collection (Primary and Secondary)
  - 2.4.2 Data Modeling and Estimation Techniques
  - 2.4.3 Data Validation and Triangulation
  - 2.4.4 Analytical and Forecasting Approach

### **3 MARKET DYNAMICS AND TREND ANALYSIS**

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

### **4 COMPETITIVE AND STRATEGIC ASSESSMENT**

- 4.1 Porter's Five Forces Analysis
  - 4.1.1 Supplier Bargaining Power
  - 4.1.2 Buyer Bargaining Power
  - 4.1.3 Threat of Substitutes
  - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

## **5 GLOBAL PET WELLNESS AND MASSAGE SERVICES MARKET, BY SERVICE TYPE**

- 5.1 Therapeutic Massage Services
- 5.2 Relaxation & Stress-Relief Massage
- 5.3 Rehabilitation & Recovery Massage
- 5.4 Preventive Wellness Programs
- 5.5 Holistic & Alternative Therapies

## **6 GLOBAL PET WELLNESS AND MASSAGE SERVICES MARKET, BY DELIVERY MODE**

- 6.1 In-Clinic Services
- 6.2 Mobile & At-Home Services
- 6.3 Spa & Wellness Centers
- 6.4 Online & Virtual Wellness Guidance

## **7 GLOBAL PET WELLNESS AND MASSAGE SERVICES MARKET, BY PET TYPE**

- 7.1 Dogs
- 7.2 Cats
- 7.3 Horses
- 7.4 Other Companion Animals

## **8 GLOBAL PET WELLNESS AND MASSAGE SERVICES MARKET, BY PURPOSE OF SERVICE**

- 8.1 Pain Management
- 8.2 Stress & Anxiety Reduction
- 8.3 Post-Surgery Recovery
- 8.4 Mobility & Joint Health
- 8.5 General Wellness & Preventive Care

## **9 GLOBAL PET WELLNESS AND MASSAGE SERVICES MARKET, BY PACKAGE MODEL**

- 9.1 Single Session Services
- 9.2 Subscription & Wellness Packages
- 9.3 Premium Customized Programs

## **10 GLOBAL PET WELLNESS AND MASSAGE SERVICES MARKET, BY END USER**

- 10.1 Individual Pet Owners
- 10.2 Veterinary Clinics
- 10.3 Pet Spas & Wellness Centers
- 10.4 Animal Shelters & Rescue Organizations
- 10.5 Professional Breeders & Trainers

## **11 GLOBAL PET WELLNESS AND MASSAGE SERVICES MARKET, BY GEOGRAPHY**

- 11.1 North America
  - 11.1.1 United States
  - 11.1.2 Canada
  - 11.1.3 Mexico
- 11.2 Europe
  - 11.2.1 United Kingdom
  - 11.2.2 Germany
  - 11.2.3 France
  - 11.2.4 Italy
  - 11.2.5 Spain
  - 11.2.6 Netherlands
  - 11.2.7 Belgium
  - 11.2.8 Sweden
  - 11.2.9 Switzerland
  - 11.2.10 Poland
  - 11.2.11 Rest of Europe
- 11.3 Asia Pacific
  - 11.3.1 China
  - 11.3.2 Japan
  - 11.3.3 India
  - 11.3.4 South Korea
  - 11.3.5 Australia
  - 11.3.6 Indonesia

- 11.3.7 Thailand
- 11.3.8 Malaysia
- 11.3.9 Singapore
- 11.3.10 Vietnam
- 11.3.11 Rest of Asia Pacific
- 11.4 South America
  - 11.4.1 Brazil
  - 11.4.2 Argentina
  - 11.4.3 Colombia
  - 11.4.4 Chile
  - 11.4.5 Peru
  - 11.4.6 Rest of South America
- 11.5 Rest of the World (RoW)
  - 11.5.1 Middle East
    - 11.5.1.1 Saudi Arabia
    - 11.5.1.2 United Arab Emirates
    - 11.5.1.3 Qatar
    - 11.5.1.4 Israel
    - 11.5.1.5 Rest of Middle East
  - 11.5.2 Africa
    - 11.5.2.1 South Africa
    - 11.5.2.2 Egypt
    - 11.5.2.3 Morocco
    - 11.5.2.4 Rest of Africa

## **12 STRATEGIC MARKET INTELLIGENCE**

- 12.1 Industry Value Network and Supply Chain Assessment
- 12.2 White-Space and Opportunity Mapping
- 12.3 Product Evolution and Market Life Cycle Analysis
- 12.4 Channel, Distributor, and Go-to-Market Assessment

## **13 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES**

- 13.1 Mergers and Acquisitions
- 13.2 Partnerships, Alliances, and Joint Ventures
- 13.3 New Product Launches and Certifications
- 13.4 Capacity Expansion and Investments
- 13.5 Other Strategic Initiatives

## **14 COMPANY PROFILES**

- 14.1 Companion Animal Wellness
- 14.2 Canine Body Balance
- 14.3 Pet Massage Professionals
- 14.4 Animal Dynamics
- 14.5 Pawsitive Touch
- 14.6 PetFit
- 14.7 Pawstretch
- 14.8 Furry Paws Wellness
- 14.9 Healing Paws Wellness
- 14.10 Zen Dog Studio
- 14.11 K9 Massage Direct
- 14.12 Pet Rehab and Wellness
- 14.13 Canine Wellness Center
- 14.14 PawLux
- 14.15 Tail to Nose Wellness
- 14.16 PetAlign
- 14.17 Vibrant Paws
- 14.18 K9 Kneads

## List Of Tables

### LIST OF TABLES

Table 1 Global Pet Wellness and Massage Services Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Pet Wellness and Massage Services Market Outlook, By Service Type (2023-2034) (\$MN)

Table 3 Global Pet Wellness and Massage Services Market Outlook, By Therapeutic Massage Services (2023-2034) (\$MN)

Table 4 Global Pet Wellness and Massage Services Market Outlook, By Relaxation & Stress-Relief Massage (2023-2034) (\$MN)

Table 5 Global Pet Wellness and Massage Services Market Outlook, By Rehabilitation & Recovery Massage (2023-2034) (\$MN)

Table 6 Global Pet Wellness and Massage Services Market Outlook, By Preventive Wellness Programs (2023-2034) (\$MN)

Table 7 Global Pet Wellness and Massage Services Market Outlook, By Holistic & Alternative Therapies (2023-2034) (\$MN)

Table 8 Global Pet Wellness and Massage Services Market Outlook, By Delivery Mode (2023-2034) (\$MN)

Table 9 Global Pet Wellness and Massage Services Market Outlook, By In-Clinic Services (2023-2034) (\$MN)

Table 10 Global Pet Wellness and Massage Services Market Outlook, By Mobile & At-Home Services (2023-2034) (\$MN)

Table 11 Global Pet Wellness and Massage Services Market Outlook, By Spa & Wellness Centers (2023-2034) (\$MN)

Table 12 Global Pet Wellness and Massage Services Market Outlook, By Online & Virtual Wellness Guidance (2023-2034) (\$MN)

Table 13 Global Pet Wellness and Massage Services Market Outlook, By Pet Type (2023-2034) (\$MN)

Table 14 Global Pet Wellness and Massage Services Market Outlook, By Dogs (2023-2034) (\$MN)

Table 15 Global Pet Wellness and Massage Services Market Outlook, By Cats (2023-2034) (\$MN)

Table 16 Global Pet Wellness and Massage Services Market Outlook, By Horses (2023-2034) (\$MN)

Table 17 Global Pet Wellness and Massage Services Market Outlook, By Other Companion Animals (2023-2034) (\$MN)

Table 18 Global Pet Wellness and Massage Services Market Outlook, By Purpose of

Service (2023-2034) (\$MN)

Table 19 Global Pet Wellness and Massage Services Market Outlook, By Pain Management (2023-2034) (\$MN)

Table 20 Global Pet Wellness and Massage Services Market Outlook, By Stress & Anxiety Reduction (2023-2034) (\$MN)

Table 21 Global Pet Wellness and Massage Services Market Outlook, By Post-Surgery Recovery (2023-2034) (\$MN)

Table 22 Global Pet Wellness and Massage Services Market Outlook, By Mobility & Joint Health (2023-2034) (\$MN)

Table 23 Global Pet Wellness and Massage Services Market Outlook, By General Wellness & Preventive Care (2023-2034) (\$MN)

Table 24 Global Pet Wellness and Massage Services Market Outlook, By Package Model (2023-2034) (\$MN)

Table 25 Global Pet Wellness and Massage Services Market Outlook, By Single Session Services (2023-2034) (\$MN)

Table 26 Global Pet Wellness and Massage Services Market Outlook, By Subscription & Wellness Packages (2023-2034) (\$MN)

Table 27 Global Pet Wellness and Massage Services Market Outlook, By Premium Customized Programs (2023-2034) (\$MN)

Table 28 Global Pet Wellness and Massage Services Market Outlook, By End User (2023-2034) (\$MN)

Table 29 Global Pet Wellness and Massage Services Market Outlook, By Individual Pet Owners (2023-2034) (\$MN)

Table 30 Global Pet Wellness and Massage Services Market Outlook, By Veterinary Clinics (2023-2034) (\$MN)

Table 31 Global Pet Wellness and Massage Services Market Outlook, By Pet Spas & Wellness Centers (2023-2034) (\$MN)

Table 32 Global Pet Wellness and Massage Services Market Outlook, By Animal Shelters & Rescue Organizations (2023-2034) (\$MN)

Table 33 Global Pet Wellness and Massage Services Market Outlook, By Professional Breeders & Trainers (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

## I would like to order

Product name: Pet-Wellness and Massage Services Market Forecasts to 2034 – Global Analysis By Service Type (Therapeutic Massage Services, Relaxation & Stress-Relief Massage, Rehabilitation & Recovery Massage, Preventive Wellness Programs and Holistic & Alternative Therapies), Delivery Mode, Pet Type, Purpose of Service, Package Model, End User and By Geography

Product link: <https://marketpublishers.com/r/P83760878F9DEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P83760878F9DEN.html>