

Premium Pet Grooming Services Market Forecasts to 2032 - Global Analysis By Service Type (Bathing & Shampooing, Haircut & Styling, Nail Trimming & Paw Care, Ear Cleaning & Dental Hygiene, De-shedding & Coat Treatments and Specialty & Therapeutic Grooming), Pet Type, Delivery Mode, Pricing Tier, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Premium Pet Grooming Services Market is accounted for \$7.39 billion in 2025 and is expected to reach \$12.10 billion by 2032 growing at a CAGR of 7.3% during the forecast period. Premium Pet Grooming Services refer to specialized, high-quality care and maintenance offerings for pets that go beyond basic cleaning. These services include professional bathing, hair trimming, styling, nail care, ear cleaning, dental hygiene, and skin treatments, often using luxury or organic products tailored to specific breeds and coat types. They focus on enhancing pets' health, appearance, and comfort while ensuring a stress-free experience through skilled handling. Many premium services also offer spa-like experiences, including aromatherapy, massages, and customized grooming plans. This segment caters to pet owners seeking top-tier, personalized care for their companion animals, emphasizing wellness, hygiene, and aesthetics.

Market Dynamics:

Driver:

Rising Pet Humanization

The growing trend of pet humanization is a key driver of the premium pet grooming services market. Pet owners increasingly treat pets as family members, seeking services that ensure their companions' well-being, comfort, and appearance. This shift drives demand for professional grooming, spa treatments, and luxury care products. Consumers are willing to invest in high-quality, tailored services, including haircuts, skin care, and dental hygiene. The emotional bond between owners and pets strengthens the market's growth trajectory, encouraging innovative and personalized grooming offerings worldwide.

Restraint:

High Service Costs

High service costs pose a significant restraint on market growth. Premium pet grooming services, which include specialized treatments, luxury products, and spa-like experiences, require skilled professionals and advanced equipment, leading to elevated pricing. This limits access for price-sensitive consumers, particularly in developing regions. While the market thrives among affluent pet owners, cost-conscious segments may opt for basic grooming alternatives or DIY care. Consequently, despite rising demand, the high expense associated with premium services can slow adoption and create barriers to wider market penetration.

Opportunity:

Advancements in technology

Technological advancements present a significant opportunity in the premium pet grooming sector. Innovations such as smart grooming tools and online booking platforms streamline service delivery and improve customer convenience. Wearable health monitors and AI-based grooming analytics allow tailored treatments for individual pets, enhancing care quality. Mobile grooming apps and teleconsultations further expand market reach. By integrating modern technology with grooming services, providers can enhance efficiency, and attract tech-savvy pet owners, redefining premium pet care in the evolving market landscape.

Threat:

Regulatory & Safety Concerns

Regulatory and safety concerns pose a notable threat to the market. Strict guidelines governing animal welfare, product safety, and hygiene standards require service providers to comply with evolving legislation. Non-compliance may result in fines, reputational damage, or operational disruptions. Safety issues, such as improper handling, allergic reactions, or injuries during grooming procedures, can reduce consumer trust and limit adoption. Providers must continuously invest in training to mitigate risks, making regulatory adherence and operational safety critical factors in sustaining market growth.

Covid-19 Impact:

The COVID-19 pandemic had a dual impact on the market. During lockdowns, many grooming salons faced closures, disrupting revenue streams and limiting access to professional services. However, the pandemic also accelerated pet ownership and heightened awareness of pet care, as individuals sought companionship. Post-pandemic, there has been increased demand for safe, hygienic, and personalized grooming services, including home-based and appointment-driven models. Overall, COVID-19 reshaped consumer behavior, emphasizing hygiene, convenience, and pet well-being, which continues to influence market growth.

The haircut & styling segment is expected to be the largest during the forecast period

The haircut & styling segment is expected to account for the largest market share during the forecast period, due to desire for aesthetic appeal and breed-specific grooming. Professional haircuts, trims, and styling help maintain hygiene while enhancing pets' appearance, especially for long-haired breeds. Seasonal and customized styling attract high consumer spending. Salons offering personalized cuts and breed-specific services benefit from strong demand. The combination of health, comfort, and visual appeal ensures that haircut and styling remains the dominant revenue contributor in the global premium pet grooming services market.

The luxury segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the luxury segment is predicted to witness the highest growth rate, due to rising disposable incomes and growing willingness to invest in pet well-being drive demand for premium services. Luxury offerings include spa treatments, aromatherapy, massages, organic products, and customized grooming plans. Affluent consumers seeking exclusivity, wellness, and indulgence for their pets fuel segment growth. By combining comfort, innovation, the luxury segment attracts high-value

clients. The trend toward personalized and premium experiences positions this segment as a key driver of overall market expansion.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rising disposable incomes, and increasing pet adoption fuel demand for professional grooming. Cultural emphasis on pet well-being encourages spending on specialized, high-quality services. Countries such as China, Japan, and India are witnessing strong growth in salons, mobile grooming, and luxury offerings. Expansion of retail and online distribution channels further supports adoption. These factors collectively establish Asia Pacific as the leading regional contributor in terms of market size.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to strong consumer spending, and awareness of premium pet care services. Advanced grooming infrastructure, innovative service models, and the presence of leading global brands encourage adoption. Technology-enabled solutions, including mobile apps and online bookings, are widely accepted. Continuous innovations, combined with stringent safety and quality regulations, position North America as the fastest-growing region, reflecting strong consumer demand for personalized and convenient premium pet grooming services.

Key players in the market

Some of the key players in Premium Pet Grooming Services Market include PetSmart Inc., The Pooch Mobile, Aussie Pet Mobile, Woof Gang Bakery & Grooming, Dogtopia Enterprises, Petsfolio, PetBacker, Pets At Home, Inc., Hollywood Grooming Inc., Muddy Paws, Pooch Dog SPA, Paradise 4 Paws, Doggyman H.A. Co. Ltd, Anvis Inc. and Hydrodog Mobile Dog Grooming.

Key Developments:

In August 2025, Healthy Paws, a pet insurance provider owned by Chubb, has teamed up with PetSmart to make comprehensive accident and illness pet insurance easily available where pet parents already shop, letting customers explore and enroll in plans offering fast claims, no payout caps, and robust coverage as part of their PetSmart

experience.

In July 2025, PetSmart broadend its premium pet nutrition selection by partnering exclusively with General Mills to introduce Europe?s fast?growing Edgard & Cooper brand across U.S. stores and online, offering quality recipes with real ingredients to meet rising demand for nutritious, purposeful pet food.

Service Types Covered:

- Bathing & Shampooing
- Haircut & Styling
- Nail Trimming & Paw Care
- Ear Cleaning & Dental Hygiene
- De-shedding & Coat Treatments
- Spa & Wellness Services
- Specialty & Therapeutic Grooming

Pet Types Covered:

- Dogs
- Cats
- Other Companion Pets

Delivery Modes Covered:

- In-Salon Grooming
- Mobile Grooming Services

At-Home Grooming Services

Pricing Tiers Covered:

Luxury

Super-Premium

Customized/Bespoke Packages

End Users Covered:

Individual Pet Owners

Breeders & Kennels

Pet Hotels & Daycare Centers

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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 End User Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL PREMIUM PET GROOMING SERVICES MARKET, BY SERVICE TYPE

- 5.1 Introduction
- 5.2 Bathing & Shampooing
- 5.3 Haircut & Styling
- 5.4 Nail Trimming & Paw Care
- 5.5 Ear Cleaning & Dental Hygiene
- 5.6 De-shedding & Coat Treatments
- 5.7 Spa & Wellness Services
- 5.8 Specialty & Therapeutic Grooming

6 GLOBAL PREMIUM PET GROOMING SERVICES MARKET, BY PET TYPE

- 6.1 Introduction
- 6.2 Dogs
- 6.3 Cats
- 6.4 Other Companion Pets

7 GLOBAL PREMIUM PET GROOMING SERVICES MARKET, BY DELIVERY MODE

- 7.1 Introduction
- 7.2 In-Salon Grooming
- 7.3 Mobile Grooming Services
- 7.4 At-Home Grooming Services

8 GLOBAL PREMIUM PET GROOMING SERVICES MARKET, BY PRICING TIER

- 8.1 Introduction
- 8.2 Luxury
- 8.3 Super-Premium
- 8.4 Customized/Bespoke Packages

9 GLOBAL PREMIUM PET GROOMING SERVICES MARKET, BY END USER

- 9.1 Introduction
- 9.2 Individual Pet Owners
- 9.3 Breeders & Kennels
- 9.4 Pet Hotels & Daycare Centers

10 GLOBAL PREMIUM PET GROOMING SERVICES MARKET, BY GEOGRAPHY

10.1 Introduction

10.2 North America

10.2.1 US

10.2.2 Canada

10.2.3 Mexico

10.3 Europe

10.3.1 Germany

10.3.2 UK

10.3.3 Italy

10.3.4 France

10.3.5 Spain

10.3.6 Rest of Europe

10.4 Asia Pacific

10.4.1 Japan

10.4.2 China

10.4.3 India

10.4.4 Australia

10.4.5 New Zealand

10.4.6 South Korea

10.4.7 Rest of Asia Pacific

10.5 South America

10.5.1 Argentina

10.5.2 Brazil

10.5.3 Chile

10.5.4 Rest of South America

10.6 Middle East & Africa

10.6.1 Saudi Arabia

10.6.2 UAE

10.6.3 Qatar

10.6.4 South Africa

10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

11.1 Agreements, Partnerships, Collaborations and Joint Ventures

11.2 Acquisitions & Mergers

11.3 New Product Launch

11.4 Expansions

11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 PetSmart Inc.
- 12.2 The Pooch Mobile
- 12.3 Aussie Pet Mobile
- 12.4 Woof Gang Bakery & Grooming
- 12.5 Dogtopia Enterprises
- 12.6 Petsfolio
- 12.7 PetBacker
- 12.8 Pets At Home, Inc.
- 12.9 Hollywood Grooming Inc.
- 12.10 Muddy Paws
- 12.11 Pooch Dog SPA
- 12.12 Paradise 4 Paws
- 12.13 Doggyman H.A. Co. Ltd
- 12.14 Anvis Inc.
- 12.15 Hydrodog Mobile Dog Grooming

List Of Tables

LIST OF TABLES

- Table 1 Global Premium Pet Grooming Services Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Premium Pet Grooming Services Market Outlook, By Service Type (2024-2032) (\$MN)
- Table 3 Global Premium Pet Grooming Services Market Outlook, By Bathing & Shampooing (2024-2032) (\$MN)
- Table 4 Global Premium Pet Grooming Services Market Outlook, By Haircut & Styling (2024-2032) (\$MN)
- Table 5 Global Premium Pet Grooming Services Market Outlook, By Nail Trimming & Paw Care (2024-2032) (\$MN)
- Table 6 Global Premium Pet Grooming Services Market Outlook, By Ear Cleaning & Dental Hygiene (2024-2032) (\$MN)
- Table 7 Global Premium Pet Grooming Services Market Outlook, By De-shedding & Coat Treatments (2024-2032) (\$MN)
- Table 8 Global Premium Pet Grooming Services Market Outlook, By Spa & Wellness Services (2024-2032) (\$MN)
- Table 9 Global Premium Pet Grooming Services Market Outlook, By Specialty & Therapeutic Grooming (2024-2032) (\$MN)
- Table 10 Global Premium Pet Grooming Services Market Outlook, By Pet Type (2024-2032) (\$MN)
- Table 11 Global Premium Pet Grooming Services Market Outlook, By Dogs (2024-2032) (\$MN)
- Table 12 Global Premium Pet Grooming Services Market Outlook, By Cats (2024-2032) (\$MN)
- Table 13 Global Premium Pet Grooming Services Market Outlook, By Other Companion Pets (2024-2032) (\$MN)
- Table 14 Global Premium Pet Grooming Services Market Outlook, By Delivery Mode (2024-2032) (\$MN)
- Table 15 Global Premium Pet Grooming Services Market Outlook, By In-Salon Grooming (2024-2032) (\$MN)
- Table 16 Global Premium Pet Grooming Services Market Outlook, By Mobile Grooming Services (2024-2032) (\$MN)
- Table 17 Global Premium Pet Grooming Services Market Outlook, By At-Home Grooming Services (2024-2032) (\$MN)
- Table 18 Global Premium Pet Grooming Services Market Outlook, By Pricing Tier

(2024-2032) (\$MN)

Table 19 Global Premium Pet Grooming Services Market Outlook, By Luxury

(2024-2032) (\$MN)

Table 20 Global Premium Pet Grooming Services Market Outlook, By Super-Premium

(2024-2032) (\$MN)

Table 21 Global Premium Pet Grooming Services Market Outlook, By

Customized/Bespoke Packages (2024-2032) (\$MN)

Table 22 Global Premium Pet Grooming Services Market Outlook, By End User

(2024-2032) (\$MN)

Table 23 Global Premium Pet Grooming Services Market Outlook, By Individual Pet Owners (2024-2032) (\$MN)

Table 24 Global Premium Pet Grooming Services Market Outlook, By Breeders & Kennels (2024-2032) (\$MN)

Table 25 Global Premium Pet Grooming Services Market Outlook, By Pet Hotels & Daycare Centers (2024-2032) (\$MN)

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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