

# **Senior Pet Care Market Forecasts to 2034 – Global Analysis By Product Type (Senior Pet Food, Senior Pet Healthcare Products, and Senior Pet Accessories), Service Type (Veterinary Services, Rehabilitation & Wellness Services, Grooming Services, Boarding & Assisted Living, Pet Insurance, and Palliative & End-of-Life Care), Pet Type, Age Group, Health Condition, Distribution Channel, End User, and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Senior Pet Care Market is accounted for \$124.0 billion in 2026 and is expected to reach \$271.8 billion by 2034 growing at a CAGR of 10.3% during the forecast period. Senior pet care encompasses specialized products, services, and treatments designed to address the unique health and wellness needs of aging companion animals, including dogs, cats, and other pets entering their later life stages. As veterinary medicine advances and pet lifespans extend, the population of geriatric pets continues to grow substantially worldwide. This market includes therapeutic diets, mobility aids, pain management solutions, dental care products, diagnostic testing, and palliative care services tailored specifically for pets aged seven years and above, depending on species and breed characteristics.

### **Market Dynamics:**

#### **Driver:**

Rising pet humanization and extended pet lifespans

Pet owners increasingly treat companion animals as family members, driving demand for advanced medical care and quality-of-life products for aging pets. Improvements in veterinary medicine, nutrition, and preventive care have significantly extended average pet lifespans, with dogs living 12-15 years and cats often reaching 18-20 years. This longevity creates an expanding senior pet population requiring specialized attention. Owners willingly invest in prescription diets, arthritis medications, dental procedures, and mobility aids to ensure their aging companions remain comfortable and active. The emotional bond between owners and pets translates into sustained spending even during economic uncertainties, making this market particularly resilient to broader consumption fluctuations.

**Restraint:**

High cost of geriatric pet care services

Advanced diagnostic procedures, long-term medication regimens, and specialized therapeutic products for senior pets impose significant financial burdens on pet owners. Regular blood work, dental cleanings under anesthesia, joint supplements, prescription diets, and mobility aids can accumulate to thousands of dollars annually per animal. Many pet owners face difficult decisions when treatment costs escalate, potentially leading to undertreatment or premature euthanasia. Pet insurance penetration remains relatively low in most regions, leaving owners responsible for out-of-pocket expenses. This cost barrier limits market expansion, particularly among lower-income households and in developing economies where disposable income for discretionary pet spending remains constrained.

**Opportunity:**

Telemedicine and remote monitoring technologies

Digital health solutions are creating new avenues for delivering senior pet care services while reducing stress on both animals and owners. Remote monitoring devices can track activity levels, sleep patterns, weight changes, and vital signs, alerting veterinarians to concerning trends before emergencies develop. Telemedicine consultations allow for medication adjustments, behavioral assessments, and follow-up care without requiring stressful clinic visits for arthritic or anxious senior pets. These technologies expand access to specialized geriatric care in rural areas and reduce the frequency of in-person visits. As veterinary telemedicine regulations evolve and consumer acceptance grows, digital platforms represent a significant growth frontier for

senior pet care delivery.

**Threat:**

Shortage of specialized veterinary professionals

Limited availability of veterinarians with advanced training in geriatric medicine constrains market growth and service accessibility across many regions. General practice veterinarians may lack confidence in managing complex, multi-system conditions common in older pets, leading to suboptimal treatment outcomes. Specialty referral centers offering advanced geriatric services are concentrated in major metropolitan areas, leaving rural and suburban pet owners with limited options. The demanding nature of geriatric care, requiring longer appointment times and more complex decision-making, further strains existing veterinary resources. This professional shortage risks creating a two-tier market where comprehensive senior pet care remains available only to owners in well-served urban locations.

**Covid-19 Impact:**

The COVID-19 pandemic substantially benefited the senior pet care market through increased pet adoptions and heightened awareness of pet health during lockdown periods. With more people working from home, owners observed their aging pets' daily behaviors more closely, leading to earlier detection of mobility issues, cognitive decline, and other age-related conditions. Telemedicine adoption accelerated dramatically, permanently expanding access to veterinary consultations for senior pet care. Supply chain disruptions initially affected prescription diets and medications, but the market demonstrated resilience. The sustained increase in pet ownership during pandemic years has expanded the future senior pet population, promising continued market growth as these animals age into their senior years.

The Dogs segment is expected to be the largest during the forecast period

The Dogs segment is expected to account for the largest market share during the forecast period, reflecting the higher prevalence of canine ownership and the extensive range of senior-specific products available for aging dogs. Dogs typically enter senior status between seven and ten years of age, depending on breed size, with large breeds aging more rapidly than small breeds. The canine senior pet market benefits from well-established product categories including orthopedic beds, mobility harnesses, joint supplements, dental chews, and prescription diets for kidney disease and cognitive

dysfunction. Owners' strong emotional attachment to dogs, combined with the visible physical signs of canine aging such as graying muzzles and reduced activity, drives consistent investment in geriatric care throughout the forecast period.

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

Over the forecast period, the Advanced Senior segment is predicted to witness the highest growth rate, driven by the increasing population of pets living into their final life stages due to improved veterinary care and nutrition. Advanced senior pets, typically those in the last 20-25 percent of their expected lifespan, require intensive management of multiple chronic conditions including osteoarthritis, kidney failure, hyperthyroidism, dental disease, and cognitive dysfunction syndrome. This segment's growth reflects both the expanding geriatric pet population and owners' willingness to invest in palliative care, pain management, and quality-of-life interventions. Specialized products including mobility assistance devices, incontinence supplies, appetite stimulants, and hospice care services are experiencing particularly rapid demand as owners seek compassionate end-of-life support for their aging companions.

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

During the forecast period, the North America region is expected to hold the largest market share supported by high pet ownership rates, advanced veterinary infrastructure, and strong consumer spending on companion animal health. The United States leads globally in pet humanization trends, with owners viewing senior pets as family members requiring comprehensive medical attention. Established pet insurance markets and widespread availability of specialized geriatric services, including rehabilitation centers and palliative care providers, facilitate access to senior pet care. Major pet food and pharmaceutical companies headquartered in the region continuously introduce innovative senior-specific products. The region's aging pet population, combined with favorable reimbursement structures and veterinary specialization, ensures North America maintains market leadership throughout the forecast period.

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

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, fueled by rising disposable incomes, rapid urbanization, and shifting cultural attitudes toward companion animals. Countries including China, Japan, South Korea, and Australia are witnessing unprecedented growth in pet ownership among urban

professionals and aging populations. Japan, with its rapidly aging human population, has developed particular sophistication in senior pet care services. The region's improving veterinary infrastructure, expanding pet insurance offerings, and increasing acceptance of advanced medical treatments for animals drive market acceleration. As Western pet care brands expand into Asian markets and local manufacturers develop regionally appropriate senior pet products, Asia Pacific emerges as the fastest-growing region for geriatric companion animal care.

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

Some of the key players in Senior Pet Care Market include Mars Incorporated, Nestlé, Purina PetCare, Hill's Pet Nutrition Inc., Blue Buffalo Company Ltd., WellPet LLC, Spectrum Brands Holdings Inc., Zoetis Inc., Elanco Animal Health Incorporated, Virbac SA, Vetoquinol SA, Dechra Pharmaceuticals PLC, Boehringer Ingelheim Animal Health, Ceva Santé Animale, PetIQ Inc., Freshpet Inc. and Colgate-Palmolive Company.

### **Key Developments:**

In January 2026, Purina Pro Plan Veterinary partnered with the Veterinary Hope Foundation to focus on the mental health of veterinary professionals who manage the emotional burden of end-of-life and chronic care for senior pets.

In December 2025, Zoetis received regulatory approvals in the EU and Canada for Lenivia (dogs) and Portela (cats), two new biologic therapies specifically designed for the long-term management of osteoarthritis pain in senior pets.

In July 2025, Mars Incorporated committed \$2 billion to expand its U.S. pet food manufacturing operations through 2026, specifically targeting the production of Royal Canin dry food to meet the rising demand for specialized and therapeutic diets for aging pets.

### **Product Types Covered:**

Senior Pet Food

Senior Pet Healthcare Products

Senior Pet Accessories

**Service Types Covered:**

Veterinary Services

Rehabilitation & Wellness Services

Grooming Services

Boarding & Assisted Living

Pet Insurance

Palliative & End-of-Life Care

**Pet Types Covered:**

Dogs

Cats

Other Pet Types

**Age Groups Covered:**

Early Senior

Mid Senior

Advanced Senior

**Health Conditions Covered:**

Mobility Disorders

Metabolic Disorders

Dental Conditions

Organ-related Diseases

Cognitive Disorders

Other Health Conditions

**Distribution Channels Covered:**

Veterinary Clinics

Pet Specialty Stores

Supermarkets & Hypermarkets

Online Channels

**End Users Covered:**

Pet Owners

Veterinary Clinics & Hospitals

Pet Care Service Providers

**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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