

Therapeutic Animal Training Market Forecasts to 2032 – Global Analysis By Animal Type (Dogs, Horses / Equine Therapy, Cats, Birds and Other Animals), Training Type, Training Method, Application and By Geography

<https://marketpublishers.com/r/T8E4EE58DBFDEN.html>

Date: April 2025

Pages: 200

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

ID: T8E4EE58DBFDEN

Abstracts

According to Statistics MRC, the Global Therapeutic Animal Training Market is accounted for \$317.1 million in 2025 and is expected to reach \$750.7 million by 2032 growing at a CAGR of 13.1% during the forecast period. Therapeutic Animal Training refers to the structured process of preparing and guiding animals, typically dogs, horses, or other domesticated species, to assist in promoting physical, emotional, and cognitive well-being in humans. These specially trained animals provide support in therapeutic settings, including hospitals, rehabilitation centers, schools, and mental health facilities. The training focuses not only on obedience and safety but also on developing an animal's sensitivity to human emotions, behavioral cues, and medical needs. Through interactions with these animals, individuals can experience reduced stress, improved mobility, enhanced social engagement, and overall emotional upliftment, making Therapeutic Animal Training a vital component of modern holistic care.

Market Dynamics:

Driver:

Rising Mental Health Awareness

The growing global emphasis on mental health is a key driver for the Therapeutic Animal Training market. Increased recognition of emotional well-being, stress

management, and trauma recovery has accelerated demand for animal-assisted therapies. Governments, healthcare providers, and educational institutions are integrating therapeutic animals into structured programs to enhance patient outcomes. This rising awareness is fostering policy support, funding initiatives, and broader acceptance of animal-assisted interventions, positioning therapeutic training as a cornerstone of holistic mental health care.

Restraint:

Lack of Standardization & Certification

The lack of standardization and certification in the market acts as a significant barrier, undermining credibility and consistency across services. Without uniform guidelines, training quality varies widely, reducing trust among clients and institutions. This fragmentation hinders market growth, deterring potential investors and limiting adoption. Moreover, regulatory ambiguities increase operational risks for providers, creating an environment where scaling and innovation are slowed, ultimately stifling the market's overall development.

Opportunity:

Advancements in Training Methodologies

Innovations in behavioral science, neurofeedback, and AI-assisted training tools are unlocking new opportunities in therapeutic animal training. Enhanced techniques enable animals to respond more intuitively to human emotional cues, medical conditions, and cognitive needs. These advancements are expanding the scope of therapy—from autism support to PTSD recovery—while improving training efficiency and outcome predictability. As research deepens and technology integrates, the market is poised to benefit from scalable, personalized, and scientifically validated training models that elevate therapeutic impact.

Threat:

High Operational Costs

Therapeutic Animal Training market faces significant challenges due to high operational costs, which act as a major hindrance to growth. Expenses related to specialized staff, animal care, facility maintenance, and compliance with stringent regulations increase

the financial burden on providers. Small and medium-sized enterprises struggle to sustain operations, limiting market expansion. Consequently, these elevated costs slow adoption rates, restrict accessibility for clients, and dampen overall market growth prospects.

Covid-19 Impact

The Covid-19 pandemic significantly disrupted the market, causing temporary closures of training centers and limited in-person sessions. Social distancing measures hindered hands-on animal interactions, delaying program schedules and reducing client participation. Additionally, supply chain interruptions affected access to training equipment and specialized animals. However, the market adapted through virtual sessions and teletraining approaches, partially mitigating losses while highlighting the need for flexible, technology-driven training models in future crises.

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

The behavioral training segment is expected to account for the largest market share during the forecast period, due to its foundational role in preparing animals for therapeutic environments. This segment focuses on obedience, emotional responsiveness, and situational adaptability, ensuring animals can safely and effectively interact with diverse populations. Behavioral training is essential across all applications—from hospitals to schools—and serves as the baseline for advanced therapeutic capabilities. Its broad applicability and critical importance in ensuring safety and efficacy drive its leading market share.

The mental health & counseling segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the mental health & counseling segment is predicted to witness the highest growth rate, due to rising psychological distress, anxiety disorders, and trauma-related conditions. Therapeutic animals are increasingly integrated into counseling sessions to foster emotional connection, reduce anxiety, and support recovery. As mental health services expand globally, particularly in post-pandemic contexts, demand for trained animals in psychiatric care, youth counseling, and trauma therapy is surging. This segment's rapid growth reflects its transformative impact on emotional healing and resilience.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to expanding healthcare infrastructure, rising mental health awareness, and cultural openness to animal-assisted therapies. Countries like Japan, China, and India are witnessing increased adoption of therapeutic animals in hospitals, elder care, and educational settings. Government initiatives, NGO involvement, and growing urban populations further support market expansion. The region's diverse demographics and evolving wellness priorities position it as a key hub for therapeutic animal training programs.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to advanced training ecosystems, strong regulatory frameworks, and widespread mental health advocacy. The U.S. and Canada lead in integrating therapeutic animals into clinical and educational settings, supported by insurance models and research-backed protocols. Technological innovation, public-private partnerships, and growing demand for emotional support animals contribute to rapid market growth. As mental health services evolve, North America remains at the forefront of therapeutic animal training advancements.

Key players in the market

Some of the key players profiled in the Therapeutic Animal Training Market include Zoetis, Eco Animal Health Group, Merck Animal Health (MSD Animal Health), Hester Biosciences, Boehringer Ingelheim Animal Health, Ourofino Sa?de Animal, Elanco Animal Health, Ceva Sant? Animale, Idexx Laboratories, Norbrook Laboratories, Virbac, Vetoquinol, Dechra Pharmaceuticals, Phibro Animal Health Corporation and Neogen Corporation.

Key Developments:

In June 2025, Infosys has entered a strategic collaboration with Zoetis, the world's leading animal health company, to enhance Zoetis' IT operations and digital capabilities. This long-term engagement aims to integrate advanced AI solutions and automation services, providing greater agility to respond to the evolving business landscape and customer needs.

In March 2025, Elanco signed a research agreement with WEDterinary LLC, co-founded

by William Doyle, to explore novel therapies for chronic kidney disease in cats and investigate approaches to extend the healthy lifespan of pets. The collaboration aims to leverage gene therapy and AI technologies to advance pet healthcare.

Animal Types Covered:

Dogs

Horses / Equine Therapy

Cats

Birds

Small Mammals (Rabbits, Guinea Pigs, etc.)

Other Animals

Training Types Covered:

Obedience Training

Behavioral Training

Service & Therapy Training

Socialization Training

Agility Training

Specialized Training

Training Methods Covered:

In-Person Training

Online & Virtual Training

Hybrid Training Models

Applications Covered:

Mental Health & Counseling

Disaster Response & Search and Rescue

Physical Rehabilitation

Elderly Care & Assisted Living

Educational Settings

Corporate Wellness Programs

Other Applications

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 Application 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 THERAPEUTIC ANIMAL TRAINING MARKET, BY ANIMAL TYPE

Therapeutic Animal Training Market Forecasts to 2032 – Global Analysis By Animal Type (Dogs, Horses / Equine T...

- 5.1 Introduction
- 5.2 Dogs
- 5.3 Horses / Equine Therapy
- 5.4 Cats
- 5.5 Birds
- 5.6 Small Mammals (Rabbits, Guinea Pigs, etc.)
- 5.7 Other Animals

6 GLOBAL THERAPEUTIC ANIMAL TRAINING MARKET, BY TRAINING TYPE

- 6.1 Introduction
- 6.2 Obedience Training
- 6.3 Behavioral Training
- 6.4 Service & Therapy Training
- 6.5 Socialization Training
- 6.6 Agility Training
- 6.7 Specialized Training

7 GLOBAL THERAPEUTIC ANIMAL TRAINING MARKET, BY TRAINING METHOD

- 7.1 Introduction
- 7.2 In-Person Training
- 7.3 Online & Virtual Training
- 7.4 Hybrid Training Models

8 GLOBAL THERAPEUTIC ANIMAL TRAINING MARKET, BY APPLICATION

- 8.1 Introduction
- 8.2 Mental Health & Counseling
- 8.3 Disaster Response & Search and Rescue
- 8.4 Physical Rehabilitation
- 8.5 Elderly Care & Assisted Living
- 8.6 Educational Settings
- 8.7 Corporate Wellness Programs
- 8.8 Other Applications

9 GLOBAL THERAPEUTIC ANIMAL TRAINING MARKET, BY GEOGRAPHY

- 9.1 Introduction
- 9.2 North America
 - 9.2.1 US
 - 9.2.2 Canada
 - 9.2.3 Mexico
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 UK
 - 9.3.3 Italy
 - 9.3.4 France
 - 9.3.5 Spain
 - 9.3.6 Rest of Europe
- 9.4 Asia Pacific
 - 9.4.1 Japan
 - 9.4.2 China
 - 9.4.3 India
 - 9.4.4 Australia
 - 9.4.5 New Zealand
 - 9.4.6 South Korea
 - 9.4.7 Rest of Asia Pacific
- 9.5 South America
 - 9.5.1 Argentina
 - 9.5.2 Brazil
 - 9.5.3 Chile
 - 9.5.4 Rest of South America
- 9.6 Middle East & Africa
 - 9.6.1 Saudi Arabia
 - 9.6.2 UAE
 - 9.6.3 Qatar
 - 9.6.4 South Africa
 - 9.6.5 Rest of Middle East & Africa

10 KEY DEVELOPMENTS

- 10.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 10.2 Acquisitions & Mergers
- 10.3 New Product Launch
- 10.4 Expansions
- 10.5 Other Key Strategies

11 COMPANY PROFILING

- 11.1 Zoetis
- 11.2 Eco Animal Health Group
- 11.3 Merck Animal Health (MSD Animal Health)
- 11.4 Hester Biosciences
- 11.5 Boehringer Ingelheim Animal Health
- 11.6 Ourofino Sa?de Animal
- 11.7 Elanco Animal Health
- 11.8 Ceva Sant? Animale
- 11.9 Idexx Laboratories
- 11.10 Norbrook Laboratories
- 11.11 Virbac
- 11.12 Vetoquinol
- 11.13 Dechra Pharmaceuticals
- 11.14 Phibro Animal Health Corporation
- 11.15 Neogen Corporation

List Of Tables

LIST OF TABLES

Table 1 Global Therapeutic Animal Training Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Therapeutic Animal Training Market Outlook, By Animal Type (2024-2032) (\$MN)

Table 3 Global Therapeutic Animal Training Market Outlook, By Dogs (2024-2032) (\$MN)

Table 4 Global Therapeutic Animal Training Market Outlook, By Horses / Equine Therapy (2024-2032) (\$MN)

Table 5 Global Therapeutic Animal Training Market Outlook, By Cats (2024-2032) (\$MN)

Table 6 Global Therapeutic Animal Training Market Outlook, By Birds (2024-2032) (\$MN)

Table 7 Global Therapeutic Animal Training Market Outlook, By Small Mammals (Rabbits, Guinea Pigs, etc.) (2024-2032) (\$MN)

Table 8 Global Therapeutic Animal Training Market Outlook, By Other Animals (2024-2032) (\$MN)

Table 9 Global Therapeutic Animal Training Market Outlook, By Training Type (2024-2032) (\$MN)

Table 10 Global Therapeutic Animal Training Market Outlook, By Obedience Training (2024-2032) (\$MN)

Table 11 Global Therapeutic Animal Training Market Outlook, By Behavioral Training (2024-2032) (\$MN)

Table 12 Global Therapeutic Animal Training Market Outlook, By Service & Therapy Training (2024-2032) (\$MN)

Table 13 Global Therapeutic Animal Training Market Outlook, By Socialization Training (2024-2032) (\$MN)

Table 14 Global Therapeutic Animal Training Market Outlook, By Agility Training (2024-2032) (\$MN)

Table 15 Global Therapeutic Animal Training Market Outlook, By Specialized Training (2024-2032) (\$MN)

Table 16 Global Therapeutic Animal Training Market Outlook, By Training Method (2024-2032) (\$MN)

Table 17 Global Therapeutic Animal Training Market Outlook, By In-Person Training (2024-2032) (\$MN)

Table 18 Global Therapeutic Animal Training Market Outlook, By Online & Virtual

Training (2024-2032) (\$MN)

Table 19 Global Therapeutic Animal Training Market Outlook, By Hybrid Training Models (2024-2032) (\$MN)

Table 20 Global Therapeutic Animal Training Market Outlook, By Application (2024-2032) (\$MN)

Table 21 Global Therapeutic Animal Training Market Outlook, By Mental Health & Counseling (2024-2032) (\$MN)

Table 22 Global Therapeutic Animal Training Market Outlook, By Disaster Response & Search and Rescue (2024-2032) (\$MN)

Table 23 Global Therapeutic Animal Training Market Outlook, By Physical Rehabilitation (2024-2032) (\$MN)

Table 24 Global Therapeutic Animal Training Market Outlook, By Elderly Care & Assisted Living (2024-2032) (\$MN)

Table 25 Global Therapeutic Animal Training Market Outlook, By Educational Settings (2024-2032) (\$MN)

Table 26 Global Therapeutic Animal Training Market Outlook, By Corporate Wellness Programs (2024-2032) (\$MN)

Table 27 Global Therapeutic Animal Training Market Outlook, By Other Applications (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.

I would like to order

Product name: Therapeutic Animal Training Market Forecasts to 2032 – Global Analysis By Animal Type (Dogs, Horses / Equine Therapy, Cats, Birds and Other Animals), Training Type, Training Method, Application and By Geography

Product link: <https://marketpublishers.com/r/T8E4EE58DBFDEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T8E4EE58DBFDEN.html>