

# Therapy Animal Services Market Forecasts to 2034– Global Analysis By Animal Type (Dogs, Cats, Horses, Rabbits, Birds and Other Animal Types), Service Type, Patient Type, Delivery Mode, Application, End User and By Geography

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## Abstracts

According to Statistics MRC, the Global Therapy Animal Services Market is accounted for \$1.12 billion in 2026 and is expected to reach \$2.25 billion by 2034 growing at a CAGR of 9.1% during the forecast period. Therapy Animal Services refer to structured programs that involve trained animals, typically dogs, working alongside handlers to provide emotional, psychological, and social support to individuals in clinical and non-clinical settings. These services are widely utilized in hospitals, rehabilitation centers, schools, and elder care facilities to reduce stress, anxiety, and loneliness while enhancing overall well-being. Unlike service animals, therapy animals do not perform specific tasks but instead offer comfort through interaction. The sector operates under established guidelines, emphasizing animal welfare, handler certification, and safety protocols to ensure consistent, beneficial outcomes for recipients.

### Market Dynamics:

#### Driver:

Rising mental health awareness

The growing recognition of mental health as a critical component of overall well-being is significantly driving demand for therapy animal services. Increasing cases of anxiety and stress-related disorders have encouraged healthcare providers, educational institutions, and workplaces to adopt complementary therapeutic approaches. Therapy

animals offer a non-invasive, cost-effective means of emotional support, fostering comfort and human connection. Public campaigns and reduced stigma around mental health further strengthen adoption, positioning therapy animal programs as valuable tools in holistic care delivery systems.

**Restraint:**

Shortage of trained animals & certified handlers

A limited pool of adequately trained therapy animals and certified handlers poses a significant constraint on market expansion. The training process requires time, expertise, and strict adherence to behavioral and safety standards, which restricts rapid scalability. Additionally, certification requirements and regulatory compliance vary across regions, creating inconsistencies in service quality and availability. This shortage can lead to long waiting periods for institutions seeking such services, ultimately hindering widespread adoption and limiting the ability of providers to meet growing demand efficiently.

**Opportunity:**

Growing adoption in healthcare & education

The expanding integration of therapy animal services within healthcare and educational settings presents a strong growth opportunity. Hospitals and schools increasingly recognize the therapeutic benefits of animal-assisted interventions in improving patient recovery and student engagement. These programs help reduce stress, enhance emotional resilience, and support cognitive development. As institutions shift toward holistic and patient-centered care models, the inclusion of therapy animals is becoming a strategic addition, opening new avenues for service providers to collaborate and expand their operational footprint.

**Threat:**

High operational and maintenance costs

High operational and maintenance costs remain a persistent challenge for therapy animal service providers. Expenses related to animal training, healthcare, certification, insurance, and handler compensation can be substantial. Additionally, maintaining consistent service quality requires ongoing investment in monitoring and compliance

with safety standards. For smaller organizations and non-profits, these financial burdens can limit scalability and sustainability. Budget constraints in institutions such as schools and care facilities may further restrict adoption, posing a threat to long term market growth despite rising demand.

### **Covid-19 Impact:**

The COVID-19 pandemic had a mixed impact on the therapy animal services market. While demand for emotional support increased due to heightened stress, isolation, and mental health concerns, physical distancing measures and restricted access to facilities temporarily limited in-person therapy sessions. Many programs were paused or adapted to virtual engagement formats. However, the pandemic also highlighted the importance of mental well-being, accelerating long-term interest in therapy animal services. As restrictions eased, the market witnessed renewed demand and stronger institutional acceptance.

The educational institutions segment is expected to be the largest during the forecast period

The educational institutions segment is expected to account for the largest market share during the forecast period, due to increasing emphasis on student mental health and well-being. Schools and universities are incorporating therapy animal programs to reduce anxiety, improve focus, and create a supportive learning environment. These services are particularly beneficial during exams and transitional phases. Growing awareness among educators and administrators, along with institutional funding and partnerships, is further strengthening adoption, and making this segment a cornerstone of market expansion.

The emotional support services segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the emotional support services segment is predicted to witness the highest growth rate, due to rising demand for non-clinical mental health support solutions. Individuals across various age groups are seeking accessible and stigma-free methods to manage stress, loneliness, and emotional challenges. Therapy animals provide immediate comfort and companionship, making them highly effective in this role. Increasing urbanization, lifestyle pressures, and awareness of emotional well-being are accelerating the adoption of such services across both personal and institutional settings.

**Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share, due to early adoption of animal-assisted therapy programs. The region benefits from strong regulatory frameworks, high awareness of mental health issues, and the presence of numerous certified organizations. Additionally, significant investments in healthcare innovation and supportive policies contribute to market growth. The widespread acceptance of therapy animals across hospitals, schools, and community centers further reinforces North America's dominant position.

**Region with highest CAGR:**

Over the forecast period, the Europe region is anticipated to exhibit the highest CAGR, owing to increasing awareness of mental health and growing acceptance of alternative therapeutic approaches. Governments and healthcare providers are actively promoting holistic care models, which include animal-assisted interventions. Expanding research initiatives and supportive regulatory developments are also encouraging adoption. Furthermore, rising investments in healthcare and education sectors, coupled with cultural openness toward animal welfare and therapy programs, are fostering rapid market growth across the region.

**Key players in the market**

Some of the key players in Therapy Animal Services Market include Pet Partners, Alliance of Therapy Dogs, Therapy Dogs International, Pets As Therapy, The Good Dog Foundation, Love on a Leash, Animal Angels, International Therapy Dog Association, Assistance Dogs International, St John Ambulance Therapy Dogs, Canine Companions, PAWS for People, Delta Society, Therapy Dogs Nationwide and Compassionate Canines.

**Key Developments:**

In February 2025, St John Ambulance expanded its Therapy Dog Program to St. John's International Airport (YYT) through a new partnership, aiming to ease travel anxiety. Specially trained, calm dogs interact with passengers, providing comfort, reducing stress, and creating a more positive airport experience.

In September 2016, Subaru Canada became the signature sponsor of St. John

Ambulance Therapy Dog Program, supporting trained dog teams that provide comfort, emotional support, and companionship to patients, seniors, students, and vulnerable communities, while helping expand awareness and outreach nationwide.

#### Animal Types Covered:

Dogs

Cats

Horses

Rabbits

Birds

Other Animal Types

#### Service Types Covered:

Animal-Assisted Therapy (AAT)

Animal-Assisted Activities (AAA)

Emotional Support Services

Rehabilitation Support Programs

Mental Health Therapy Programs

Autism Support Programs

#### Patient Types Covered:

Pediatric Patients

Geriatric Patients

Adults

Special Needs Individuals

Delivery Modes Covered:

In-Person Therapy Sessions

Facility-Based Programs

Outreach & Community Programs

Applications Covered:

Healthcare Settings

Mental Health Treatment Centers

Educational Institutions

Elderly Care Facilities

Rehabilitation Centers

Correctional Facilities

Corporate Wellness Programs

End Users Covered:

Hospitals

Clinics

Schools & Universities

Nursing Homes

Rehabilitation Centers

NGOs & Therapy Organizations

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

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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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