

Veterinary Telehealth Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Animal Type (Livestock (Cattle, Pigs, Poultry, Others), Companion (Feline, Equine, Canine, Others) By Service Type (Telemedicine, Teleconsulting, Telemonitoring, Others) By Application (CT Reporting, Radiographic Reporting, X-Ray and PACS Advice, MRI Reporting, Others) By Region & Competition, 2021-2031F

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Abstracts

The Global Veterinary Telehealth Market is projected to expand significantly, rising from USD 0.43 Billion in 2025 to USD 1.34 Billion by 2031, reflecting a compound annual growth rate of 20.86%. Defined as the utilization of telecommunications technologies to provide remote veterinary information, education, and medical care, this sector is largely driven by the urgent need to address workforce shortages and the rising demand from pet owners for immediate medical triage. These platforms improve clinical efficiency, enabling practitioners to better manage caseloads and prioritize critical patients; this is particularly vital given that the Canadian Veterinary Medical Association reported in 2024 that 89 percent of surveyed veterinarians experienced burnout, underscoring the necessity for digital tools to relieve clinical pressure.

However, the industry encounters significant hurdles due to the regulatory necessity of an established Veterinarian Client Patient Relationship. In most jurisdictions, a veterinarian must perform an initial physical examination before electronically diagnosing conditions or prescribing medication, creating a legal bottleneck that restricts the scalability of purely remote models. This regulatory fragmentation complicates

operations across borders and limits providers to offering supplemental rather than comprehensive virtual care, ultimately hindering the full scope of market expansion.

Market Driver

The increasing prevalence of pet ownership and the humanization of animals act as primary catalysts for market growth, significantly shifting consumption behaviors in veterinary healthcare. As owners increasingly regard their pets as essential family members, there is a greater willingness to invest in convenient, premium healthcare solutions, which fuels the uptake of virtual care platforms. This trend is supported by escalating industry expenditures, as highlighted by the American Pet Products Association's March 2024 'State of the Industry Report', which noted that total U.S. pet industry spending reached \$147 billion in 2023, indicating a strong market readiness to fund digital triage and remote consultation services.

Concurrently, rapid developments in AI, IoT, and remote monitoring technologies are driving the scalability of veterinary telehealth by facilitating precise, algorithmic remote assessments. Integrating artificial intelligence into diagnostic workflows accelerates patient data analysis, while wearable devices enable the ongoing monitoring of vital signs, thereby minimizing the necessity for follow-up physical visits. According to Digitail's 'State of AI in Veterinary Medicine' report from January 2024, 39.2 percent of veterinary professionals now employ AI tools in daily practice to improve workflows, a technological evolution essential for managing large animal populations such as the 13.5 million dogs reported in the United Kingdom by UK Pet Food in 2024.

Market Challenge

The strict regulatory mandate requiring an existing Veterinarian-Client-Patient Relationship (VCPR) established via an in-person physical examination poses a major obstacle to the global veterinary telehealth market's growth. This legal structure constrains the operational capabilities of digital platforms, as veterinarians in numerous jurisdictions are forbidden from diagnosing conditions or prescribing treatments remotely without a prior physical consultation. As a result, telehealth providers are often restricted to providing general advice or teletriage rather than full medical care, severely diminishing their market utility and revenue potential.

Additionally, the absence of consistent regulations fosters a fragmented environment that makes scaling virtual care models difficult. This lack of uniformity forces companies

to manage varying compliance requirements, hindering the creation of seamless cross-border networks that would otherwise enhance efficiency. Data from the American Veterinary Medical Association in 2024 indicates that 43 states in the U.S. maintain regulations mirroring federal mandates that necessitate an in-person examination to establish a VCPR, a rigidity that ensures telehealth remains an ancillary tool rather than a primary solution, thereby impeding rapid industry expansion.

Market Trends

The merging of telehealth platforms with e-commerce pharmacies is transforming the market by establishing closed-loop ecosystems that monetize veterinary advice through product sales. Leading online retailers are integrating virtual consultation services directly into their digital platforms, enabling veterinarians to recommend products that pet owners can immediately purchase and have shipped. This model transitions the primary revenue source from one-time consultation fees to recurring pharmaceutical and nutritional sales, boosting customer lifetime value; for instance, Chewy announced in a March 2025 news release that its proprietary 'Connect with a Vet' service had completed over 1 million consultations, validating a "care-to-commerce" strategy that traditional clinics find difficult to replicate.

Simultaneously, the combination of pet insurance with telehealth subscriptions is becoming a vital strategy for financial risk management and cost control. Insurance carriers are increasingly including 24/7 virtual triage services in their policies to redirect non-emergency cases away from expensive physical emergency clinics, thereby lowering overall claim costs. This strategy evolves telehealth from a standalone service into a core policy benefit, ensuring immediate professional access for a rising number of insured pets; according to the North American Pet Health Insurance Association's 'State of the Industry Report' released in April 2025, the total number of insured pets in North America reached 7.03 million by the end of 2024, making virtual care indispensable for maintaining insurer profitability.

Key Market Players

TeleVet

Fuzzy Pet Health

Airvet

PawSquad

Vetster

GuardianVets

PetDesk

Petriage

Virtuwoof

Report Scope

In this report, the Global Veterinary Telehealth Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Veterinary Telehealth Market, By Animal Type

Livestock (Cattle

Pigs

Poultry

Others)

Companion (Feline

Equine

Canine

Others)

Veterinary Telehealth Market, By Service Type

Telemedicine

Teleconsulting

Telemonitoring

Others

Veterinary Telehealth Market, By Application

CT Reporting

Radiographic Reporting

X-Ray and PACS Advice

MRI Reporting

Others

Veterinary Telehealth Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Veterinary Telehealth Market.

Available Customizations:

Global Veterinary Telehealth Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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