

# **Pet Services Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Pet Type (Dogs, Cats, Others), By Service Type (Pet Boarding, Pet Training, Pet Grooming, Pet Transportation, Pet Walking, Others), By Delivery Channel (Commercial facilities, Mobile/ Outdoors, Others), By Region, & Competition, 2020-2030F**

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## **Abstracts**

### Market Overview

The global Pet Services market was valued at USD 30.04 Billion in 2024 and is expected to reach USD 52.65 Billion by 2030 with a CAGR of 9.8% during the forecast period. The global pet services market is experiencing robust growth, driven by rising pet ownership, increasing humanization of pets, and growing expenditure on premium and specialized services that enhance pet well-being. With more households treating pets as integral family members, owners are increasingly investing in high-quality services ranging from grooming, training, and boarding to advanced healthcare support, transportation, and recreational activities. The surge in dual-income households and busy lifestyles has further fueled demand for professional services like pet walking, daycare, and mobile grooming solutions, offering convenience and flexibility to owners. Urbanization and the proliferation of nuclear families have created greater reliance on commercial pet facilities and service providers, while technological advancements such as mobile apps and online booking platforms are transforming service accessibility and customer engagement.

Additionally, a significant trend shaping the market is the rising demand for personalized and luxury offerings, such as spa treatments, fitness programs, behavioral training, and

customized diets, reflecting the premiumization of pet care. The market is also benefiting from the growing awareness of animal health and wellness, driving demand for preventive and therapeutic care services, including veterinary wellness programs integrated with grooming and training packages. Moreover, the younger demographic, particularly millennials and Gen Z, are emerging as the largest segment of pet parents, and their preference for digital platforms, eco-friendly products, and experiential services is pushing innovation and diversification in the industry. Expansion of mobile and outdoor delivery channels has further enhanced market reach, especially in densely populated urban areas where on-demand services are thriving. Globally, rising disposable incomes, social media influence, and the cultural shift toward pet companionship are significantly boosting the market trajectory.

## Market Drivers

### Rising Pet Humanization and Emotional Bonding Between Owners and Pets

One of the strongest drivers of the global pet services market is the increasing humanization of pets, wherein animals are no longer viewed merely as companions or protectors but as integral family members. Across regions, pet owners are increasingly channeling their disposable income toward services that ensure the comfort, happiness, and health of their pets. This emotional bond is fueling demand for premium and personalized offerings such as grooming spas, fitness programs, behavioral training, and even luxury boarding facilities designed to mimic home-like environments. The pet-human bond has been further amplified by societal shifts such as urbanization and the rise of nuclear families, where pets fill emotional gaps and provide companionship. During the COVID-19 pandemic, this bond deepened significantly as people spent more time at home, leading to a surge in pet adoptions and subsequent demand for services. As this trend continues, the expectations of pet parents are evolving beyond basic care, pushing service providers to deliver holistic, experience-driven solutions. Millennials and Gen Z, who now make up the largest share of pet owners globally, are particularly influential in driving this trend, as they are more willing to spend on their pets' well-being, actively seek out premium services, and place value on attributes such as safety, hygiene, sustainability, and personalization. In this context, humanization is not just shaping demand but also redefining service standards, encouraging providers to create emotionally appealing and customer-centric service models that align with the evolving perception of pets as family.

## Key Market Challenges

## High Cost of Services and Affordability Constraints Across Regions

One of the most pressing challenges for the global pet services market is the high cost associated with premium and specialized offerings, which often makes them inaccessible to a significant portion of pet owners, particularly in price-sensitive regions. Services such as grooming spas, luxury boarding, behavioral training, and veterinary wellness programs can be prohibitively expensive, limiting adoption among middle- and lower-income households despite their interest in better care for pets. Even in developed markets where disposable incomes are relatively high, pet owners are becoming increasingly cautious about discretionary spending due to inflationary pressures and rising living costs, which can reduce expenditure on non-essential services. In emerging economies, the affordability gap is even more pronounced, as the organized pet services industry remains a niche, urban-centric phenomenon. Many potential customers either rely on informal networks of friends, family, or local caretakers for basic services like pet walking and boarding, or they avoid professional services altogether due to budgetary constraints. This restricts the overall market expansion and creates an uneven demand landscape where premium services thrive in wealthy urban pockets but fail to penetrate wider markets. Moreover, the recurring nature of many services—such as weekly grooming, daily walking, or monthly boarding—adds up to a substantial financial burden over time, making sustained usage difficult for many households. Service providers also struggle to balance pricing strategies, as reducing costs to attract broader customer bases often compromises profitability, while maintaining premium pricing restricts their customer pool. As such, affordability remains a central obstacle to the market's scalability and inclusivity, requiring innovative pricing models, tiered service structures, and subscription-based offerings to bridge the gap between demand and accessibility.

## Key Market Trends

### Premiumization and the Rise of Luxury Pet Services

A defining trend in the global pet services market is the premiumization of offerings, as pet parents increasingly demand luxury and high-end experiences for their animals. Beyond basic boarding, grooming, or training, service providers are introducing spa-like treatments, aromatherapy, hydrotherapy, pet-friendly massage therapies, and even boutique-style grooming salons that mirror human wellness and lifestyle services. Boarding facilities are shifting from cage-based structures to “pet hotels” that feature private suites, webcams for owner monitoring, gourmet meals, and recreational activities tailored to pets' personalities. In major urban centers, luxury daycare centers

now offer specialized fitness programs, agility training, and interactive play sessions, ensuring not only physical health but also mental stimulation. This trend is being fueled by the perception of pets as family members, where their comfort and happiness are viewed as a reflection of household values and social status. Social media further amplifies premiumization, as pet owners frequently share images of their pets enjoying lavish services, creating aspirational benchmarks for others. The expansion of this trend is not confined to developed markets; emerging economies with growing middle classes are also witnessing demand for premium services, particularly among young professionals and affluent households. While luxury offerings cater to niche segments, they are setting new standards for quality and innovation across the entire market, encouraging even mid-range providers to elevate their service quality and add value-added features. Premiumization thus reflects the broader shift toward treating pets as lifestyle companions, where experiences matter as much as basic care.

### Key Market Players

A Place for Rover, Inc.

Pets at Home, Inc.

Wag Labs, Inc.

Highland Canine Training, LLC

Dogtopia Enterprises

Pooch Dog SPA

American Pet Resort, LLC

Pawz and Company

AirPets International

Paradise 4 Paws, LLC.

### Report Scope:

In this report, the global Pet Services market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

**Pet Services Market, By Pet Type:**

Dogs

Cats

Others

**Pet Services Market, By Service Type:**

Pet Boarding

Pet Training

Pet Grooming

Pet Transportation

Pet Walking

Others

**Pet Services Market, By Delivery Channel:**

Commercial facilities

Mobile/ Outdoors

Others

**Pet Services Market, By Region:**

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the global Pet Services market.

### Available Customizations:

Global Pet Services 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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