

# **Pet Care Apps Market Size, Share, and Outlook, 2025 Report- By Application (Training, Grooming, Medication and Nutrition, Veterinary Recommendations, Others), By Pet (Dog, Cat, Others), By Operating System (Android, IOS), By Subscription (Monthly, Yearly), 2018-2032**

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## **Abstracts**

### **Pet Care Apps Market Outlook**

The Pet Care Apps Market size is expected to register a growth rate of 17.3% during the forecast period from \$2.83 Billion in 2025 to \$8.6 Billion in 2032. The Pet Care Apps market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Pet Care Apps segments across 22 countries from 2021 to 2032. Key segments in the report include By Application (Training, Grooming, Medication and Nutrition, Veterinary Recommendations, Others), By Pet (Dog, Cat, Others), By Operating System (Android, IOS), By Subscription (Monthly, Yearly). Over 70 tables and charts showcase findings from our latest survey report on Pet Care Apps markets.

### **Pet Care Apps Market Insights, 2025**

The Pet Care Apps market is growing rapidly as pet ownership continues to rise, and pet owners seek digital solutions to manage the health, well-being, and daily activities of their pets. Pet care apps are designed to help owners track their pets' health, schedule appointments, find pet-friendly locations, and even communicate with veterinarians. As

pets increasingly become integral parts of families, the demand for mobile applications that can offer real-time health tracking, grooming services, training advice, and reminders for medications is on the rise. In particular, the growth of wearable pet technology, such as GPS tracking collars and health monitoring devices, is creating new opportunities for pet care apps to provide valuable insights into pets' behavior and physical activity. Additionally, features such as pet adoption services, pet social networks, and integrated marketplaces for pet products are enhancing the overall pet care experience. With the increasing number of pet owners looking to ensure their pets' health and happiness, these apps offer a convenient, accessible, and personalized way to manage pet care on a day-to-day basis. However, challenges such as data privacy concerns, the accuracy of health data, and the need for integration with other pet care systems remain. As pet ownership continues to grow, the pet care apps market will continue to thrive, offering pet owners more tools to enhance their pets' lives.

### Five Trends that will define global Pet Care Apps market in 2025 and Beyond

A closer look at the multi-million market for Pet Care Apps identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Pet Care Apps companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Pet Care Apps vendors.

### What are the biggest opportunities for growth in the Pet Care Apps industry?

The Pet Care Apps sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

### Pet Care Apps Market Segment Insights

The Pet Care Apps industry presents strong offers across categories. The analytical report offers forecasts of Pet Care Apps industry performance across segments and countries. Key segments in the industry include%li%By Application (Training, Grooming,

Medication and Nutrition, Veterinary Recommendations, Others), By Pet (Dog, Cat, Others), By Operating System (Android, IOS), By Subscription (Monthly, Yearly). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Pet Care Apps market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Pet Care Apps industry ecosystem. It assists decision-makers in evaluating global Pet Care Apps market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Pet Care Apps industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

### Asia Pacific Pet Care Apps Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Pet Care Apps Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents

optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Pet Care Apps with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Pet Care Apps market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Pet Care Apps market Insights%li%Vendors are exploring new opportunities within the US Pet Care Apps industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Pet Care Apps companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Pet Care Apps market.

Latin American Pet Care Apps market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Pet Care Apps Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Pet Care Apps markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana,

Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Pet Care Apps markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape%li%How Pet Care Apps companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Amazon, Armitage Pet Care Ltd, Bring Fido, Chin and Cheeks LLC, DogSync, DogVacay, PetBacker, PetCoach, Rover.com, Wag.

## Pet Care Apps Market Segmentation

### By Application

Training

Grooming

Medication and Nutrition

Veterinary Recommendations

Others

### By Pet

Dog

Cat

Others

### By Operating System

Android

IOS

By Subscription

Monthly

Yearly

Leading Companies

Amazon

Armitage Pet Care Ltd

Bring Fido

Chin and Cheeks LLC

DogSync

DogVacay

PetBacker

PetCoach

Rover.com

Wag

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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**Medication and Nutrition**

**Veterinary Recommendations**

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**Others**

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