

## **Pet Fitness Care Market, Opportunity, Growth Drivers, Industry Trend Analysis and Forecast, 2024-2032**

Market Report | 2024-07-24 | 155 pages | Global Market Insights

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### **Report description:**

Pet fitness care market size is poised to witness a 6.4% CAGR between 2024 and 2032 led by heightened awareness among pet owners regarding the significance of their pet's health and well-being. With pets increasingly regarded as vital family members, owners are more willing to invest in products and services that bolster their pet's physical fitness and overall health.

Veterinarians and pet health experts underscore the importance of regular exercise and proper nutrition in warding off obesity and chronic diseases in pets, elevating the prominence of pet fitness care. This proactive health management approach is translating into heightened consumer spending on pet fitness products and services. Moreover, the rise of digital platforms and apps offering personalized fitness plans and health tracking for pets is propelling market expansion. For example, in February 2024, IDEXX Laboratories, Inc. unveiled 'Vello', a software bridging the gap between veterinary practices and clients through contemporary digital tools.

The overall industry is divided into component, pet type, and region.

Based on component, the pet fitness care market size from the equipment segment is anticipated to witness growth through 2032. This is due to the rising demand for specialized tools that facilitate exercise and physical activity for pets. As pet owners become more proactive about their pet's health, they seek out fitness equipment, such as treadmills, agility courses, and interactive toys that promote exercise and mental stimulation.

In terms of pet type, the pet fitness care market value from the cats segment is predicted to record notable gains up to 2032. This is owing to the increasing recognition of the importance of physical activity for feline health and well-being. As more cat owners become aware of the benefits of keeping their cats active to prevent obesity and stimulate mental engagement, they are seeking specialized fitness solutions tailored for cats.

Asia Pacific pet fitness care industry size will grow significantly through 2032 attributed to increasing pet ownership and rising disposable incomes, leading to greater expenditure on pet wellness. Urbanization and the growing trend of keeping pets in apartments and smaller living spaces will increase the demand for indoor fitness solutions tailored to pet's needs, adding to regional market growth.

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