

Pet Service - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Pet Service Market size is estimated at USD 25.58 billion in 2025, and is expected to reach USD 33.27 billion by 2030, at a CAGR of 5.4% during the forecast period (2025-2030).

The recent rise in pet humanization, wherein pets are treated with utmost care and hygiene, is proving to be a major driver for the market and is leading to the development of the pet service industry. Being the largest pet market in North America, the US pet food market's growth is attributed to the increase in pet ownership. According to the 2021-2022 National Pet Owners Survey by the American Pet Products Association (APPA), 70% of US households, or about 90.5 million families, own a pet. Total pet industry expenditures in the United States totaled USD 123.6 billion in 2021. Furthermore, according to the Pet Food Manufacturers' Association, in 2023, 57% of households in the United Kingdom (nearly 16.2 million) owned 38 million pets. This is an increase from 35 million pets in 2022.

The increasing popularity of pet services among pet owners is expected to positively impact the market and contribute to its growth significantly during the forecast period. Some pet owners, especially affluent ones, are particularly interested in representing their lifestyles by spending money on comfortable and luxurious pet products. This is encouraging many market competitors to launch numerous products in the grooming segment. Pet services include pet sitting, pet grooming, pet traveling, pet training, pet hotels, and customized subscription boxes for the pet. For instance, in November 2022, Wag Labs launched Wag! Neighborhood Network so pet parents can book any pet caregiver directly with a few taps.

The demand for professional pet grooming centers is also leading to the market's growth, as they facilitate healthy skin and fur for the pet and decrease the risk of infection. However, factors such as low income in developing countries and lack of knowledge in pet handling may hamper the market's growth during the forecast period.

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Pet Service Market Trends

The Pet Grooming Segment is Dominating the Market

Grooming is a common luxury service animal owners seek for their pets. Many pet owners seek professional grooming services as they do not have time or the ability to groom their pets. This creates an excellent opportunity for experienced/professional pet groomers and companies.

Pet services, like grooming, are growing rapidly in regions like North America and Europe due to the growing pet population. According to the Office for National Statistics (UK), in 2022, consumers spent over USD 12.4 billion on pets and related products in the United Kingdom, almost double the pet expenditure levels ten years prior. Some grooming services offered include washing, grooming, flea and tick treatment, haircuts, nail clipping, ear cleaning, and eye cleaning. However, grooming service companies are expanding their services to massage, reiki, easing anxiety and chronic pain, and other therapies that could be helpful for dogs.

As the demand for grooming services increases, pet companies have begun using the trend. While some offer in-store services, others provide mobile services as well. For instance, PetSmart offers quality, in-store grooming services and self-wash grooming stations. HydroDog and Petdos Online Pvt. Ltd offers mobile grooming services.

Developing countries, such as India, are characterized by a monetarily strong middle class, making the economical pricing segment an important revenue generator. The trend of adopting animals is increasing due to urbanization. A busy lifestyle is another major driving factor for the dog grooming segment. This pet boom has led to the proliferation of pet startups across the country. For instance, CollarFolk helps to locate the right grooming and boarding services for dogs, including a pet-friendly taxi.

North America Dominates the Pet Services Market

Pet parents in North America are spending more on their pets' well-being, appeal, and safety. The United States witnessed dramatic growth in the pet industry in recent years. For instance, as per the report published by the North American Pet Health Insurance Association (NAPHIA), approximately 4.41 million pets were insured in North America at the end of 2021. The pet health insurance marketplace grew by 27.7% over the past year. In addition, as per NAPHIA, total premium volume in the United States amounted to USD 2.6 billion in 2021, a 30.4% annual increase.

In Canada, the total premium volume totaled USD 249.9 million, an increase of 28.1% over the previous year. The boom in pet care spending has resulted in a huge increase in products and services aimed toward affluent pet owners. The rising spending and the overwhelming passion of the millennial age group are fueling the industry. Within the population of dogs and cats, the percentage of pets receiving veterinary medical care during the past 12 months increased more significantly for cats than for dogs in 2021 in Canada.

According to El Economista Mexico, over 42% of Mexican pet owners spend about USD 50 to USD 100 per month on animal products and services. Major players in Mexico include Pet Relocation, Pet Becker, and Rover. These companies dominate the Mexican domestic pet service market by offering various pet services, including dog boarding, cat sitting, dog walking, dog daycare, and pet cab services, through offline and online app-based channels.

Pet Service Industry Overview

The pet service market is highly fragmented, with many domestic and international players operating. Some notable players in the market are Petsfolio, Global Pet Relocation, PetSmart Inc., AirPets Relocation Services Pvt. Ltd, and PetBacker. The major

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players in the market mainly focus on adopting different strategies, such as new services, partnerships, expanding operations into new areas, and mergers and acquisitions to obtain a stronghold in the market and bring more revenue share to the overall market.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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