SCOTTS INTERNATIONAL

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

Market Report | 2025-06-01 | 89 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License $4750.00
- Team License (1-7 Users) $5250.00
- Site License $6500.00
- Corporate License $8750.00

Report description:

Pet Furniture Market Analysis

The pet furniture market size is valued at USD 3.0 billion in 2025 and is forecast to reach USD 4.2 billion by 2030, advancing at a 6.8% CAGR during the period. Rapid "pet humanization," rising global pet ownership, and premium spending habits underpin this growth. North America leads demand, yet Asia-Pacific is expanding the fastest as middle-income consumers embrace companion animals and seek space-efficient furniture solutions. Digital commerce, subscription replenishment, and direct-to-consumer logistics are reshaping retail economics, while sustainable materials and wellness-oriented designs unlock premium price points. The competitive intensity remains moderate: the top five suppliers control 45% of revenue, but scores of niche brands are scaling through design innovation and recycled inputs, keeping price discovery dynamic. Regulatory costs tied to fire safety and chemical standards raise barriers for smaller entrants, yet innovation in recyclable wood, bamboo, and bio-based polymers is widening material choice and supporting circularity adoption.

Global Pet Furniture Market Trends and Insights

Premiumization through pet humanization

Pet parents increasingly treat animals as family members and allocate discretionary income to furnishings that match human decor standards. Global pet care spending reached USD 152 billion in 2024 and is expected to climb further in 2025, underscoring sustained demand for lifestyle products despite inflationary headwinds. Gen Z ownership rose 43.5% year-over-year, expanding the customer base for stylish, tech-enabled furniture. Custom "barkitecture" projects costing USD 2,000-10,000 illustrate a willingness to invest in home upgrades that prioritize pets. Millennials, who own one-third of all pets, continue to favor premium craftsmanship and visual harmony, setting high design expectations that ripple across the pet furniture market.

Expansion of omnichannel and direct-to-consumer logistics

Online channels already handle 45% of U.S. pet product sales and are forecast to keep gaining share through autoship, subscription, and same-day delivery models. More than half of manufacturers operating direct-to-consumer platforms report higher brand awareness and faster sell-through, driving further digitization and supply-chain investment. Chewy illustrates the power of logistics automation: 66% of its orders now ship via subscription, generating predictable revenue and reinforcing customer lock-in. Mars Petcare's USD 1 billion digital build-out signals that large incumbent brands also view omnichannel mastery as a strategic imperative.

High average selling prices versus conventional furniture

Inflation magnified cost pressure: pet product prices climbed 1.3% in 2025 while services advanced 6.6%. Fifty-eight percent of pet parents perceive pet-specific goods as inflating faster than other household categories, and 30% have reallocated spending to manage budgets. Annual ownership outlays nearly doubled over the past decade to USD 938 per family, tempering upgrade cycles. Private-label ranges now attract 24% of buyers seeking lower-price substitutes without compromising perceived quality.

Other drivers and restraints analyzed in the detailed report include:

Rising global pet adoption rates / Integration of biophilic and wellness-oriented designs / Compliance costs with fire safety and chemical standards /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Beds and sofas accounted for 41% of 2024 revenue as owners prioritize quality sleep surfaces for pets. Multifunctional designs, however, lead expansion at 9.2% CAGR through 2030 as urban households embrace convertible couches, side tables with hidden compartments, and ottomans doubling as pet dens. Trees and condos hold a 23% share, riding the surge in feline adoption, while houses represent 18%, appealing to dog-centric buyers. Scratchers and climbers form a 12% slice, validated by growing behavioral-enrichment awareness. Visual merchandising remains critical: roughly 40% of human furniture sales now occur online, prompting pet furniture designers to prioritize photogenic materials and modular formats that ship flat yet assemble seamlessly. Embedded sensors that monitor pet temperature or activity are edging into mainstream SKUs, offering to upsell pathways and data-driven after-sales engagement.

Premium human furniture makers increasingly white-label pet versions, leveraging shared upholstery lines to amortize fabric procurement. Multifunctional pieces appeal to landlords and co-working operators who must meet both pet and human furniture codes, reinforcing B2B traction. Supply-chain visibility is improving through RFID tagging of individual components, a prerequisite for circular take-back schemes. Though beds and sofas dominate current revenues, accelerating adoption of space-saving designs suggests a gradual mix shift toward modular and vertical SKUs over the forecast horizon.

Dogs retained 47% revenue share in 2024, driven by higher per-capita spending on large, durable furniture. Cats captured 41% but posted the fastest 7.9% CAGR, buoyed by apartment living, longer indoor time, and rising single-professional households. Small mammals with birds and exotic pets together have shown a growing traction in recent years. Asia-Pacific exemplifies the "cat economy": since 2021, cats have outnumbered dogs, amplifying demand for scratch-resistant textiles and tall towers that optimize vertical real estate.

In North America, dog-oriented sofas and orthopedic beds maintain premium price tags, yet rising vet advice on feline mental stimulation is driving incremental spending among cat owners. Manufacturers respond with modular habitats that attach magnetically or via hidden brackets, allowing renters to relocate units without wall damage. Behavior-informed R&D, such as textured ramps matching claw curvature, reinforces product differentiation. Segment momentum also feeds demand for replacement parts-scratch mats, cushions, perch covers-enhancing aftermarket revenue.

The Report Covers Pet Furniture Manufacturers and Segments the Market by Product Type (Beds and Sofas, Houses, Trees and Condos, and More), Pet Type (Cats, Dogs, Small Mammals, and More), Material (Wood and More), Distribution Channel (Specialty Pet Stores and More), and Geography (North America, South America, Europe, and More). The Market Forecasts are Provided in Terms of Value (USD) for all the Above Segments.

Geography Analysis

North America led with a 38% revenue slice in 2024 and projects a steady 5.2% CAGR through 2030. High disposable income, widespread e-commerce adoption, and pet-friendly workplace policies underpin demand. The U.S. pet economy reached USD 152 billion in 2024, anchoring global leadership. Suburban migration among millennials fuels demand for larger dog houses and sectional sofas, whereas urban areas lean toward compact, modular pieces. Corporate campuses such as Mars Petcare's Tennessee headquarters now integrate dog parks and built-in furnishings, creating B2B sales channels for contract-grade items. Canada's premium pet spend is rising alongside robust e-commerce logistics, and Mexico's market is projected to expand from USD 2.53 billion in 2023 to USD 3.29 billion by 2028, opening near-shoring prospects for the U.S.

Europe presents a sizable, design-centric opportunity. Germany anchors the region with a EUR 7 billion (USD 8.05 billion) pet sector, while the broader European pet care market exceeds EUR 40 billion (USD 46.02 billion). The region posts a healthy 4.5% CAGR to 2030, influenced by rigorous sustainability standards and minimalist aesthetics. Import data show the U.K. and France each contribute 13% of European pet furniture inflows, while Italy's eco-premium segment benefits from consumers willing to spend more on recycled materials.

Asia-Pacific is the fastest-growing geography, rising at 7.9% CAGR through 2030. China alone could surpass RMB 756.5 billion (USD 105.4 billion) in pet expenditure by 2030, driven by urban singles and dual-income households. Japan's aging population favors compact, orthopedic furniture for small breeds, whereas India's expanding middle class is adopting dogs at a record pace, boosting demand for value-priced yet durable pieces. ASEAN markets-Indonesia, Thailand, Philippines-show pet ownership rates near 70-80%, supporting cross-border e-commerce flows. Regional logistics upgrades, such as same-day delivery in major Chinese cities, accelerate repeat purchase cycles.

List of Companies Covered in this Report:

Go Pet Club Inc. / MidWest Homes for Pets (Midwest Metal Products Company Inc.) / Chewy, Inc. / Ware Manufacturing Inc. / PetPals Group, Inc. / Rolf C. Hagen Inc. / AeroMark International Inc. / Petmate (Doskocil Manufacturing Company, Inc.) / Made4Pets SRL / North American Pet Products (General Mills) / Critter Couch Company / Ultra Modern Pet / Trixie Heimtierbedarf / Sauder Woodworking Co. / IKEA (Inter IKEA Group) /

Additional Benefits:

 The market estimate (ME) sheet in Excel format /

3 months of analyst support /

Table of Contents:

5.2.5 Others
5.3 Material
5.3.1 Wood
5.3.2 Engineered Wood
5.3.3 Metal
5.3.4 Plastic and Polymer
5.3.5 Sustainable / Recycled Materials
5.4 Distribution Channel
5.4.1 Specialty Pet Stores
5.4.2 E-commerce
5.4.3 Supermarkets and Hypermarkets
5.4.4 Furniture Boutiques
5.4.5 Veterinary Clinics
5.5 Geography
5.5.1 North America
5.5.1.1 United States
5.5.1.2 Canada
5.5.1.3 Mexico
5.5.1.4 Rest of North America
5.5.2 South America
5.5.2.1 Brazil
5.5.2.2 Argentina
5.5.2.3 Rest of South America
5.5.3 Europe
5.5.3.1 Germany
5.5.3.2 United Kingdom
5.5.3.3 France
5.5.3.4 Russia
5.5.3.5 Spain
5.5.3.6 Rest of Europe
5.5.4 Asia-Pacific
5.5.4.1 China
5.5.4.2 India
5.5.4.3 Japan
5.5.4.4 Australia
5.5.4.5 Rest of Asia-Pacific
5.5.5 Middle East
5.5.5.1 United Arab Emirates
5.5.5.2 Saudi Arabia
5.5.5.3 Rest of Middle East
5.5.6 Africa
5.5.6.1 South Africa
5.5.6.2 Nigeria
5.5.6.3 Rest of Africa

6 Competitive Landscape
6.1 Market Concentration

6.2 Strategic Moves
6.3 Market Share Analysis
6.4 Company Profiles (includes Global overview, Market overview, Core segments, Financials, Strategic information, Market rank/share, Products and Services, Recent developments)
6.4.1 Go Pet Club Inc.
6.4.2 MidWest Homes for Pets (Midwest Metal Products Company Inc.)
6.4.3 Chewy, Inc.
6.4.4 Ware Manufacturing Inc.
6.4.5 PetPals Group, Inc.
6.4.6 Rolf C. Hagen Inc.
6.4.7 AeroMark International Inc.
6.4.8 Petmate (Doskocil Manufacturing Company, Inc.)
6.4.9 Made4Pets SRL
6.4.10 North American Pet Products (General Mills)
6.4.11 Critter Couch Company
6.4.12 Ultra Modern Pet
6.4.13 Trixie Heimtierbedarf
6.4.14 Sauder Woodworking Co.
6.4.15 IKEA (Inter IKEA Group)

7 Market Opportunities and Future Outlook

SCOTTS INTERNATIONAL

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

Market Report | 2025-06-01 | 89 pages | Mordor Intelligence

To place an Order with Scotts International:
- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	$4750.00
	Team License (1-7 Users)	$5250.00
	Site License	$6500.00
	Corporate License	$8750.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-25
		Signature	