

Global Trends in the Pet Industry

1. Rapid Expansion of the Global Pet Industry

In recent years, the global pet industry has shown a remarkable growth trend. According to *Bloomberg Intelligence's Pet Economy Report*, the global pet industry market size is expected to grow from the current USD 320 billion to nearly USD 500 billion by 2030. This growth is primarily driven by the increasing number of pets, the premiumization of pet food and services, and the rising trend of pet humanization. Pets have gradually evolved from traditional companion animals into “family members,” becoming an integral part of people’s lives. This transformation has led to an upgrade in consumer demand for pets, spanning various sectors such as food, healthcare, insurance, and entertainment.

According to research and analysis by **Morgan Stanley**, annual household spending on pets is expected to reach **USD 1,445 per pet by 2026** and **USD 1,733 by 2030**. This means that by 2030, the **total industry expenditure** will have increased by **113%** compared with **USD 122 billion in 2019**, reaching approximately **USD 261 billion**.

In the **U.S. market**, the pet industry is particularly robust. One of the key drivers of growth in the U.S. pet market is the **rising expenditure on pet healthcare**, especially in areas such as **senior pet care, diagnostics, and pharmaceuticals**. The **extended lifespan of pets** not only reflects advances in medical technology but also demonstrates people’s growing emphasis on **pet health and well-being**. This trend is evident not only in developed countries but also in **emerging markets such as China**, where the **rapid increase in the pet population** and the **rising consumer purchasing power** have contributed significantly to the prosperity of the pet industry.

2. Changes in Consumer Behavior and Driving Factors

The development of the pet industry is influenced by multiple driving factors, including **demographic shifts, evolving social trends, and changes in consumer behavior** such as the rise of the **single economy, aging populations, and urbanization**. In particular, **younger consumers born in the 1990s and 2000s** have become the main driving force behind the industry. Their level of care and emotional investment in pets is higher than ever before. These consumers place greater emphasis on **pet health and well-being** and are willing to **pay premium prices** for high-quality products and services. According to recent surveys, in the next decade, **pet food, health supplements, pet insurance, and personalized products** will continue to enjoy strong demand.

With the development of **e-commerce**, online sales of pet products have grown rapidly. It is projected that by **2030**, **online sales in the U.S. pet industry** will reach **USD 60 billion**, accounting for **30% of the total pet market**. Digital-native platforms such as **Chewy** and **Amazon** have become major forces driving this growth, thanks to their **convenient shopping experiences** and **loyalty programs**.

In addition, the rise of **social media** is transforming pet consumer behavior. Increasingly, young pet owners are turning to **social media platforms** for pet care and health advice, rather than relying solely on veterinarians' recommendations. This shift in information acquisition has fostered greater **interaction between pet owners and brands**, leading to a **fundamental transformation in how pet products and services are marketed**.

3. Regional Market Analysis

Market Share Overview:

North America (approximately **40%**) and Europe (approximately **30%**) remain the largest markets, while **Asia**, particularly **China**, is experiencing the fastest growth, with a **CAGR exceeding 10%**.

In **North America** and **Europe**—especially the **United States**—the pet economy remains the largest in the world. The U.S. pet market is not only vast in scale but also characterized by a steady annual increase in consumer spending. By **2030**, U.S. pet consumption will be concentrated mainly in **medical services**, **pet food**, and **premium care products**. In **Europe**, led by **Germany** and the **United Kingdom**, the market places strong emphasis on **animal welfare**, supported by the **EU's stringent animal protection regulations**. Although Europe currently has a relatively lower market penetration rate, its **growth potential** remains significant. As European pet owners become increasingly health-conscious, the region is expected to become **one of the fastest-growing segments of the global pet industry by 2030**.

In contrast, **emerging Asian markets** such as **China** are undergoing a **rapid rise** in the pet industry. Accelerated **urbanization** and rising **disposable incomes** have driven explosive growth in pet-related consumption. According to the *2025 China Pet Industry White Paper (Consumer Report)*, the number of pets in China exceeded **120 million in 2024**, and the **urban dog-and-cat market** surpassed **RMB 300 billion**. By **2030**, the Chinese pet market is projected to exceed **USD 49 billion**, making it **one of the key growth engines of the global pet economy**.

Meanwhile, **Japan's aging population** has spurred demand for **pet companionship**, with the number of pets now **exceeding the number of children**. In **Southeast Asia**, the **expanding middle class** is driving the growth of **pet food imports**, with **Thailand** and **Malaysia** emerging as key **regional production bases**.

4. Future Development Trends of the Global Pet Industry

In the coming decade, **technological innovation** will continue to drive the development of the pet industry. Advances in areas such as **smart pet devices**, **nutrition monitoring**, and **telemedicine** are providing pet owners with more convenient and precise services. For example, products such as **smart feeders**, **GPS tracking devices**, and **pet health monitoring systems** are becoming increasingly popular, enabling owners to monitor their pets' health in real time and adjust diet and care plans based on data insights.

Furthermore, with the widespread adoption of **artificial intelligence (AI)** and **big data**, the level of **personalized services** in the pet industry will be further enhanced. By analyzing health data, AI can develop **customized health management plans** for individual pets, helping owners better manage their pets' daily well-being. This trend is expected to further accelerate the growth of the **premium pet care** and **nutritional management** markets.

Over the next ten years, the global pet industry is projected to maintain a **strong growth trajectory**. In both developed and emerging markets, **premiumization**, **personalization**, and **technology-driven innovation** will remain the **core trends** shaping the industry's future. Companies that proactively respond to market changes, leverage technological opportunities, and prioritize **sustainable development** will be best positioned to thrive in an increasingly competitive environment.

Pets are no longer merely companions—they have become **family members**. The **rise of the global pet economy** reflects this profound social transformation and its lasting impact on modern lifestyles.