



Market Report

A Snapshot of your Marketing Sector

Pet Services

This pack has been designed to provide information on setting up a business in the **Pet Services** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **April 2026**.

What do I need to know about the Pet Services market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ The United Kingdom **pet healthcare market grew by 7.5% in 2025 to reach a value of \$2,308.4 million**. The compound annual growth rate of the market in the period 2020–25 was 5.2%. **Grooming products is the largest segment** of the pet healthcare market in the United Kingdom, accounting for **27.3%** of the market's total value in 2025 (GlobalData Explorer, *Pet Healthcare in the UK*, March 2026, *This content is reproduced under license from GlobalData PLC, Copyright 2026*).
- ◆ The United Kingdom **dog care market grew by 7.6% in 2025 to reach a value of \$2,905.6 million**. The rivalry in the UK dog care market is strong due to the presence of numerous global, regional, and private-label players competing across dog food, treats, and toys. Mars Inc (Mars), Nestle SA (Nestle), Armitage Pet Care (Armitage), and Inspired Pet Nutrition Ltd (Inspired Pet Nutrition) are some of the key buyers in the UK market. The buyers in the UK dog care market include individual pet owners, retailers (online and offline), and institutional buyers. (GlobalData Explorer, *Dog Care in the United Kingdom*, April 2026).
- ◆ The United Kingdom **cat care market grew by 8.4% in 2025 to reach a value of \$2,539.2 million**. In 2030, the United Kingdom cat care market is forecast to have a value of \$3,190.2 million, an increase of 25.6% since 2025. The United Kingdom accounts for 9.4% of the European cat care market value in 2025. (GlobalData Explorer, *Cat Care in the United Kingdom*, March 2026).
- ◆ Dog grooming is increasingly being recognised as a health service rather than just a grooming treatment. In 2025, grooming techniques and treatment that support pet health in addition to their appearance were predicted to increase. Examples include skin and coat treatments and ear and dental care (British School of Grooming, [Top Trends in Pet Grooming for 2025: What's Shaping the Industry This Year](#), February 2025).
- ◆ In 2026, it is estimated that **62% of households own one of the UK's 36.5 million pets**. There are 15.5 million dogs, with 41% of households owning a dog, and 13 million cats in the UK with 31% of all households having a cat in 2026 - and increase of 1.5m each. (www.UK Pet Food.org)
- ◆ There are several national organisations for pet services industries, depending on your specific market. You may be interested in [The Pet Industry Federation](#), [The Pet Food Manufacturers' Association](#), [Association of Private Pet Cemeteries and Crematoria](#). Other industry bodies include [The National Association of Professional Pet Sitters and Dog Walkers](#) and [The Association of Professional Dog Walkers](#).

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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **GlobalData Explorer - Dog Care in the United Kingdom (April 2026)**. Major multinational companies continuously invest in product innovation, premium offerings, and functional products such as dental chews, natural treats, and breed specific food to differentiate themselves. Additionally, the growing presence of private labels and emerging direct-to-consumer (D2C) brands has increased market fragmentation. As a result, companies compete aggressively through pricing, innovation, packaging, and brand positioning, contributing to intense competitive rivalry.
- ◆ **GlobalData Explorer – Pet Healthcare in the UK (March 2026)**. The UK pet healthcare market follows various regulations related to product safety, accurate labelling, and environmental responsibility. The Food Standards Agency (FSA) and the Department for Environment, Food & Rural Affairs (Defra) oversee food safety and animal related product standards. Packaging and environmental regulations are guided by the Environment Agency, which enforces rules on waste management and recycling, including plastics such as polyethylene terephthalate (PET) and recycled PET (rPET). Additionally, local authorities supervise retail conditions, storage compliance, and product safety enforcement across pet care categories.

There are also a number of online resources you may find helpful:

- ◆ The UK Pet Food Manufacturers Association (PFMA) has published their annual report for 2024 (ukpetfood-reports.co.uk) which gives a broad overview of industry developments and ongoing initiatives, as well as events coming up in the new year.
- ◆ [COBRA Reports](#), Accessed from National Library of Scotland, have several Business Opportunity Profiles on a range of pet services. These contain key market issues and trends, trading, commercial and legal issues and legislation. Titles available include:
 - **Boarding Kennels**
 - **Dog Walker**
 - **Pet Grooming Services**
 - **Pet Sitter/Home Boarding Service**
 - **Pet Dog Trainer**
- ◆ The [PAW Mini Report 2025](#) from the PDSA has information on pet populations in the UK; trends in pet acquisition; the impact of the cost of living crisis; as well as animal-specific information for cats, dogs, and rabbits (the three most common animals to have as pets in the UK).

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#), [Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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