



# 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](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **December 2025**.

## 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:

- ◆ Consumer spending on pet products and services is expected to edge up 1.2% in 2025 as consumers remain cautious with their spending. Mintel estimates the **market size in 2025 to be £14.4 billion value sales of pet products and services**. Pet ownership continues to rise in the face of subdued birth rates, meaning many are choosing to have pets instead of children. Subscription brands are driving growth in the pet sector, with major retailers also positioning this as a key growth driver. Dogs maintain their status as the UK's most popular pet. (Mintel, *Pet Retailing UK*, October 2025).
- ◆ The **global Pet Daycare and Lodging was valued at US\$26.9 billion in 2023** and is estimated to **grow to US\$37.2 billion in 2028**. In 2028, the global Pet Daycare and Lodging is expected to be dominated by the dog daycare and lodging segment contributing to a market share of 50.5% and the cat daycare and lodging segment is expected to hold the smallest market share of 14.8%. Among the key countries, **UK will be the slowest growing country and will grow from US\$2.0 billion in 2023 to US\$2.5 billion in 2028**. (Technavio, *Global Pet Daycare and Lodging 2024-2028*, August 2024).
- ◆ The rising popularity of homemade pet food poses mounting competition for manufactured cat/dog meals, with improving consumer finances supporting this trend. Retail value **sales of cat and dog food in 2025 is estimated to be £3,915m with a growth rate of only 0.7%**. (Mintel, *Pet Food UK*, August 2025).
- ◆ Pet owners increasingly see their pets as family members, leading to higher spending on supplies and accessories, despite some slowdown due to rising living costs. In 2024, surveys reveal that **pet owners spent around £1,486 a year on dogs and £1,479 on cats**, which includes food, vaccinations, and vet bills, as well as extras. More than a quarter of pet owners admit to spoiling their pets more than themselves, with nearly half purchasing gifts during special occasions. Recent data for 2025 indicates that **49% of pet owners preferred subscription services for pet supplies**. (IBISWorld, *Online Pet Food & Pet Supply Retailing in the UK*, September 2025).
- ◆ 2025 findings showed that **30% of UK adults have a dog** – an estimated population of **11.1 million pet dogs**; **24% of UK adults have a cat** – an estimated population of **10.5 million pet cats**; 2% of UK adults have a rabbit – an estimated population of 700,000 rabbits. 39% of cat owners own more than one cat, whilst only 24% of dog owners own more than one dog. ([PDSA, PAW Mini Report 2025](#)).
- ◆ There are several national organisations for pet services industries. These include [The Pet Industry Federation](#), [The Pet Food Manufacturers' Association](#), [Association of Private Pet Cemeteries and Crematoria](#). Other industry bodies are [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](mailto:info@bgateway.com).

- ◆ **IBISWorld – Garden Centres & Pet Shops in the UK (September 2025).** Pet owners are pampering their pets more than ever, splurging on premium pet products, prioritising animal welfare and driving demand for high-priced foods like gluten-free options. According to Vegconomist, in the first half of 2024, UK-based plant-based pet food brand THE PACK reported a 41% growth compared to the same period in the previous year, indicating a strong consumer interest in plant-based pet food options. As more luxurious options complement essential purchases like toys and food, sales of upscale pet items are poised for growth.
- ◆ **Statista – Pet Ownership in the United Kingdom (2023 updated).** Owning a dog cost an estimated £1,934 a year in the UK as of 2025. Two weeks of boarding was estimated to cost £450 per year, making up the largest share of total dog expenditure. Consumers between 30 and 49 years of age spend the most weekly compared to other age groups, spending an average of £8.50 per week on pet food and other pet products. As of May 2024, lifetime policies were the most expensive pet insurance type annually in the UK. They cost approximately £134 a year, compared with only £54 for an accident-only insurance policy.

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 2025 ([ukpetfood-annual reports](#)) which gives a broad overview of industry developments and ongoing initiatives, as well as events coming up in the new year. The site also offers industry data and statistics which are free to view.
- ◆ [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 Kennel/Cattery**
  - **Dog Walker**
  - **Dog Groomer**
  - **Dog Home Boarder**
  - **Pet Dog Trainer**
  - **Pet Cemetery**
  - **Pets and Pet Care**
- ◆ The [PDSA](#) publishes regular reports, including a [MINI REPORT 2025](#) and the [PDSA Animal Wellbeing Report 2024](#) 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](mailto: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 contact us on [info@bgateway.com](mailto: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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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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