

Pet Water Fountain Market to Reach USD 427 Million by 2035 | Radio Systems, Petmate, Petco

Pet Water Fountain Market Analysis, By Material, By Pet, By Drinking Level, By Mechanism, By Filtration, By Sales Channel, and Region

MD, UNITED STATES, August 20, 2025 /EINPresswire.com/ -- The global [pet water fountain market](#) is expected to reach USD 427 million by 2035, up from USD 183 million in 2024. During the forecast period 2025 to 2035, the industry is projected to register at a CAGR of 8%.according to a comprehensive report by Fact.MR. This

growth is fueled by increasing pet humanization, rising demand for automated and hygienic pet hydration solutions, and the expanding reach of e-commerce platforms. Urbanization, particularly in regions like Asia-Pacific, and technological advancements in smart pet fountains are key drivers of this market's expansion. The United States, Japan, and China are among the leading markets, with China exhibiting the fastest growth at a CAGR of 9.8%. However, challenges such as high product costs, maintenance requirements, and varying global regulations may pose hurdles to market growth. The industry is poised for innovation, with a focus on smart features, sustainable materials, and enhanced filtration systems to meet evolving consumer demands.

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Pet Water Fountain Market Technology Development:

Technological advancements are transforming the pet water fountain market, emphasizing convenience, hygiene, and sustainability. The integration of IoT-enabled features, such as motion-sensor dispensing, real-time water quality monitoring, and app-connected hydration tracking, is gaining traction. For example, Petcube's smart water fountain, unveiled at CES 2025, features a wireless, rechargeable design with a 20-day battery life, 4-layer filtration, and UV-C



antibacterial light, showcasing the industry's move toward smart pet care solutions. Similarly, PetSafe's 2024 Outlast fountain introduced HydroSpin™ technology, eliminating traditional submersible pumps for improved durability and easier cleaning.

Pet Water Fountain Market Demand and Impact Analysis:

The demand for pet water fountains is driven by shifting consumer behaviors toward pet humanization and the need for convenient, hygienic hydration solutions. With over 50% of households in urban areas owning pets, particularly in North America and Asia-Pacific, the preference for automated dispensers over traditional bowls is growing. Urban pet owners, often time-constrained, value features like automatic refilling, quiet operation, and advanced filtration, which ensure consistent hydration without manual intervention. The rise in pet ownership, especially among millennials in cities like Tokyo, Seoul, and Shanghai, has boosted demand for smart fountains with features like mobile app integration and water quality sensors.

Pet Water Fountain Market Analysis by Top Investment Segments:

The pet water fountain market is segmented by material (plastic, steel, ceramic, and stoneware), pet type (cats, dogs, multi-pet), drinking level (single, multi), mechanism (gravity-based, battery/electricity-based), filtration (charcoal, multi-level, without filter), and sales channel (pet supply stores, supermarkets, online retail). The plastic segment dominates, holding a 48% market share in 2025, due to its cost-efficiency, lightweight design, and versatility in manufacturing. However, the steel segment is the fastest-growing, with a projected CAGR of 9.5%, driven by demand for durable, premium products in markets like Europe.

Pet Water Fountain Market Across Top Countries:

1. United States: Valued as a key market, the U.S. is projected to grow at a CAGR of 7.8%, driven by pet humanization and demand for tech-enabled products like app-connected fountains. Retail availability in big-box stores and direct-to-consumer platforms supports market growth, with a focus on sustainable materials and low-VOC components.

2. Europe: Countries like Germany and the UK show steady growth, driven by stringent regulations favoring stainless steel and ceramic models over plastic due to environmental concerns. The region's focus on sustainability aligns with demand for eco-friendly, recyclable fountains.

Leading Pet Water Fountain Companies and Their Industry Share:

The pet water fountain market is fragmented, with no single dominant player, allowing for localized innovation and competition. Key players include Radio Systems Corporation, iPettie, Hagen Group, Dorskocil Manufacturing Company, Inc. (Petmate), Pet Mate Ltd, Dogness (International) Co., Ltd., Pecute, isYoung, Moer Sky INC., and Petco Animal Supplies, Inc. These

companies leverage product differentiation through smart features, noise reduction, and advanced filtration to capture market share. For instance, Petcube's 2025 smart fountain launch and PetSafe's Outlast fountain highlight innovation in wireless designs and durability. Regional brands in Asia-Pacific, such as Dogness, capitalize on the e-commerce boom, while Petco and Petmate dominate in North America through extensive retail networks.

Pet Water Fountain Market Historic and Future Pathway Analysis:

From 2020 to 2024, the pet water fountain market grew at a CAGR of 6.2%, driven by increasing pet ownership and consumer awareness of pet wellness. The shift from traditional bowls to automated fountains was spurred by urbanization and the demand for hygienic, low-maintenance solutions. The market size increased from USD 183 million in 2024 to USD 198 million in 2025, reflecting steady growth. Looking ahead, the market is expected to maintain its upward trajectory, reaching USD 427 million by 2035 at an 8.0% CAGR. Key trends include the adoption of smart features like IoT integration, sustainable materials such as BPA-free plastics, and advanced filtration systems. The Asia-Pacific region, particularly China, will drive significant growth due to rapid urbanization and rising disposable incomes. Challenges such as high costs, maintenance requirements, and regulatory variations across regions will require manufacturers to innovate and localize strategies.

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Pet Water Fountain Industry News:

1. In January 2025, Petcube unveiled a smart water fountain at CES 2025, featuring a wireless design, 4-layer filtration, and app integration, with pre-orders set for March 2025.
2. In April 2024, PetSafe launched the Outlast fountain with HydroSpin™ technology, offering enhanced durability and dishwasher-safe components, reflecting the trend toward low-maintenance products.
3. Increasing e-commerce penetration, particularly in Asia-Pacific, is driving sales, with brands leveraging social media and influencer marketing to reach urban pet owners.

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The [global pet grooming products market](#) is expected to reach USD 16,150 million by 2035, up from USD 8,210 million in 2025. During the forecast period 2025 to 2035, the industry is projected to register at a CAGR of 7%.

Advancing at a CAGR (compound annual growth rate) of 7.2%, the global [pet grooming services market](#) is anticipated to increase from a value of US\$ 3.3 billion in 2024 to US\$ 6.7 billion by the end of 2034

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