

# Veterinary Telehealth Market to Reach USD 1,708.5 Mn by 2035, Growing at a CAGR of 19.5% | Transparency Market Research

*The Global Veterinary Telehealth Market is estimated to grow at a CAGR of 19.5 % by 2035, Driven by Rising prevalence of diseases in animals*

WILMINGTON, DE, UNITED STATES, September 4, 2025 /EINPresswire.com/

-- The global [veterinary telehealth market](#) is at the forefront of the digital transformation in animal healthcare, driven by the increasing humanization of pets and the growing demand for convenient, accessible veterinary services. This industry, which was

valued at US\$ 240.1 million in 2024, is poised for explosive growth. With a robust Compound Annual Growth Rate (CAGR) of 19.5% from 2025 to 2035, the market is projected to reach a valuation of more than US\$ 1,708.5 million by the end of 2035. This remarkable expansion is a testament to the pivotal role that remote care is playing in modern animal wellness.

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Key Drivers of Market Growth

Several powerful factors are converging to propel the veterinary telehealth market forward:

**Rising Pet Ownership and Humanization:** As pets are increasingly considered integral family members, owners are willing to invest more in their health and well-being. This trend is driving a demand for premium, convenient, and high-quality care, which telehealth services are uniquely

positioned to provide.

**Technological Advancements:** The widespread adoption of smartphones, high-speed internet, and sophisticated telemedicine platforms has made virtual consultations seamless. The integration of technologies like Artificial Intelligence (AI) and Machine Learning (ML) is also enhancing diagnostic accuracy and efficiency.

**Convenience and Accessibility:** Telehealth eliminates the need for travel, saving time and reducing stress for both pets and their owners. This is particularly beneficial for pet owners in rural or underserved areas who may not have easy access to a physical veterinary clinic. For routine checkups, post-operative follow-ups, and non-emergency issues, remote care offers an unparalleled level of convenience.

**Shift Towards Preventive Care:** Pet owners are becoming more proactive about their pets' health. Telehealth platforms facilitate regular wellness checks and remote monitoring, enabling early detection of potential health issues and management of chronic conditions like diabetes and obesity.

## Market Segmentation and Regional Trends

The veterinary telehealth market is a dynamic landscape segmented by service, animal type, and region.

**By Service:** Teleconsulting holds a significant market share, as it allows veterinarians to provide remote advice and guidance. However, the teleradiology and telemonitoring segments are projected to experience the fastest growth, driven by the increasing use of wearable devices and advanced diagnostics.

**By Animal Type:** While the market serves both companion and livestock animals, the companion animal segment—particularly dogs and cats—is the dominant force. The "pet humanization" trend and the high prevalence of chronic diseases in older dogs and cats are the primary reasons for this segment's growth.

**By Region:** North America leads the global market, owing to high pet ownership, a robust digital infrastructure, and favorable regulatory environments. The Asia Pacific region, however, is emerging as the fastest-growing market. This is due to a large and expanding pet population, increasing disposable incomes, and growing government initiatives to improve animal healthcare services.

## Challenges and Opportunities

The market's rapid growth is not without its hurdles and new opportunities.

**Challenges:** The high initial cost of implementing telehealth platforms can be a barrier for smaller veterinary practices. Legal and regulatory frameworks are still evolving, and licensing requirements vary significantly by region, posing a challenge for cross-border care. The biggest challenge remains the inability to perform a hands-on physical examination, which can limit the scope of remote diagnostics and treatment.

**Opportunities:** The rise of specialized telehealth platforms for specific medical fields, such as dermatology or cardiology, represents a significant market niche. Furthermore, the integration of telehealth with pet health wearables and IoT devices presents an opportunity for continuous, data-driven remote monitoring. This allows veterinarians to provide more comprehensive and personalized care, strengthening the relationship between the vet, the pet, and the owner.

## Competitive Landscape

The veterinary telehealth market is highly competitive, with a mix of established companies and innovative startups. Key players include Airvet, Firstvet, Vetster, and Chewy, Inc. These companies are focused on expanding their service offerings, forming strategic partnerships, and leveraging technology to create end-to-end platforms that address the entire pet healthcare journey. The future will see a greater emphasis on interoperability, with platforms seamlessly integrating with existing veterinary practice management software to create a unified and efficient ecosystem.

Airvet, Inc.

PetCoach

Whiskers Worldwide, LLC

Vetster, Inc.

Engel Engineering Services GmbH

FirstVet Inc

Petriage

VetRad

Pets at home PLC.

Activ4Pets

VitusVet

Other Prominent Players

## Conclusion

### Redefining Veterinary Care with Digital Solutions

The global Veterinary Telehealth Market, valued at US\$ 240.1 million in 2024, is projected to surpass US\$ 1,708.5 million by 2035 with a CAGR of 19.5%. Driven by rising pet ownership, AI and IoT advancements, and cost-efficient teleconsulting, the market is pivotal for accessible animal healthcare. Challenges like regulatory variations, high costs, and rural connectivity issues persist,

but North America leads with robust infrastructure, while Asia-Pacific offers rapid growth. With players like Vetster and Airvet advancing digital platforms, and opportunities in AI diagnostics, mobile apps, and emerging markets, the Veterinary Telehealth Market is set to transform animal care by 2035.

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