

UK start-up My Pet Pal launches nationwide to transform Britain's fragmented pet care market

UK-founded platform brings pet owners, trusted pet care service providers and retailers together in what it describes as the UK's first pet care ecosystem

MELKSHAM, WILTSHIRE, UNITED KINGDOM, September 3, 2026 /EINPresswire.com/ -- [My Pet Pal](#),

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We built My Pet Pal because we've lived the challenges ourselves. We understand where the administration, trust gaps and disconnected tools create problems. We've created one platform to solve it.”

Shane Webster, Founder and CEO

the UK-founded pet care platform, is taking its next major step with a nationwide expansion following its June launch in the South West. The company connects pet owners, trusted and vetted care providers, and pet retailers on a single platform, a move that coincides with My Pet Pal being named a finalist for Best Pet Related Business of the Year at the Animal Star Awards 2026 (Southwest Region), early recognition for a company still in its first year of trading, and a new partnership with Pet Business Insurance UK.

Joining My Pet Pal is free for pet owners and pet care businesses alike. Owners get one trusted place to find,

book and pay for care while connecting with a community of fellow owners. Businesses gain digital tools that help them run and grow professionally while cutting admin burden.

A genuine ecosystem, not just another marketplace

My Pet Pal was created to solve fragmentation in the UK pet care industry. Owners currently rely on Facebook groups, word of mouth and scattered marketplaces to find care, making it hard to confirm a provider is licensed, insured and trustworthy. Providers often run their businesses on paper diaries, spreadsheets and message threads, and most existing platforms focus narrowly on dogs, leaving owners of cats, birds, small animals, exotic pets and horses with fewer options. My Pet Pal brings these disconnected pieces together in one place.

Connecting three sides of the market

Where existing UK platforms typically serve one side of the market, My Pet Pal connects three: owners, providers and retailers.

Pet owners can search for care by location, availability and species, browse verified and insured provider profiles, read genuine reviews, and keep detailed pet records covering medical notes, diet and behaviour, with reminders for events like vaccinations.

Providers get a complete digital operating system: booking calendar, pricing and capacity management, secure invoicing and payments, client messaging, team management and performance analytics, plus an integrated AI assistant that reduces the admin many small businesses still manage by hand.

Retailers can sell approved products, food, toys, equipment and other essentials directly to owners through My Pet Pal's integrated shop, turning a single visit into an opportunity for both care and products.

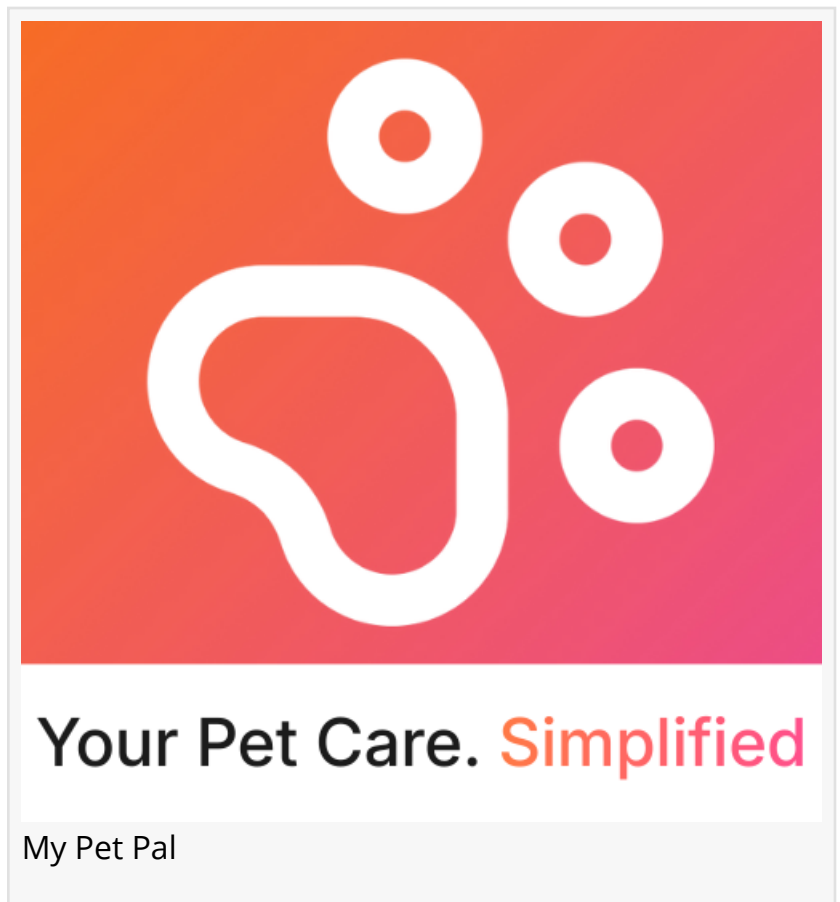
Because all three sides share one platform, a pet's profile and history can follow it from groomer to boarder to vet, a combination My Pet Pal believes sets it apart.

A genuinely multi-species platform

My Pet Pal goes beyond the usual focus on dogs and cats, supporting providers offering boarding, daycare, walking, grooming, training, veterinary care, pet sitting and equestrian services, as well as care for birds, reptiles, small animals and exotic pets.

Built and backed in Britain

My Pet Pal is a British company, conceived, designed and built in the UK. Headquartered in Wiltshire, it launched in June 2026 and is expanding region by region, already used by hundreds of pet owners in the Southwest with a growing network of insured, licensed providers. The company is now inviting trusted pet care providers across the UK to join for free, helping them grow while cutting administrative workload. Pet owners nationwide can also sign up at no



cost, joining a community built around sharing recommendations and finding trusted local care and retailers.

Trust and safety, backed by insurance

Trust and safety sit at the centre of the platform. Every provider is insured and licensed where required, with vetting, documentation checks and verification badges built into onboarding. My Pet Pal's own Protection Programme provides up to £2,500 in veterinary care reimbursement, and a national partnership with Pet Business Insurance UK gives providers 10% off business insurance if not already covered. Together with a dedicated Trust & Safety team, these measures add an extra layer of protection for businesses and owners alike.

“We built My Pet Pal because we've lived the challenges ourselves. We've been pet owners for years and we've also run pet care businesses, so we understand where the administration, trust gaps and disconnected tools create problems. We wanted to create one place where owners can find and trust the right care for their pet, where providers can run a professional business without being overwhelmed by administration, and where quality products can reach the people who need them.

We're a UK-founded business built for UK pet owners and UK pet care businesses. And we're just getting started.”

Shane Webster, Founder and CEO of My Pet Pal, based in Wiltshire

Join the ecosystem

My Pet Pal is actively recruiting trusted, insured and licensed providers of all types, boarders, walkers, groomers, pet sitters, vets, trainers and equestrian specialists to join for free and start taking bookings. Pet owners across the UK can also join for free to find trusted care and shop for pet products in one place.

[Get started as a provider.](#)

[Get started as a pet owner.](#)

About My Pet Pal

My Pet Pal Ltd, registered in England and Wales, is a UK-founded pet care platform connecting pet owners with trusted, vetted and insured care providers and quality products in one place. The platform combines a consumer marketplace with a business toolkit, messaging, calendar and capacity management, payments, analytics and an integrated shop designed to replace fragmented Facebook groups, paper diaries and separate ecommerce sites with a single, connected ecosystem.

Headquartered in Wiltshire, the company was founded in November 2025 and launched in June 2026, and is expanding region by region across the UK, supporting boarding, daycare, walking, grooming, training, veterinary and equestrian care for dogs, cats, birds, small animals, reptiles,

exotic pets and horses.

Find out more at www.my-petpal.com.

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