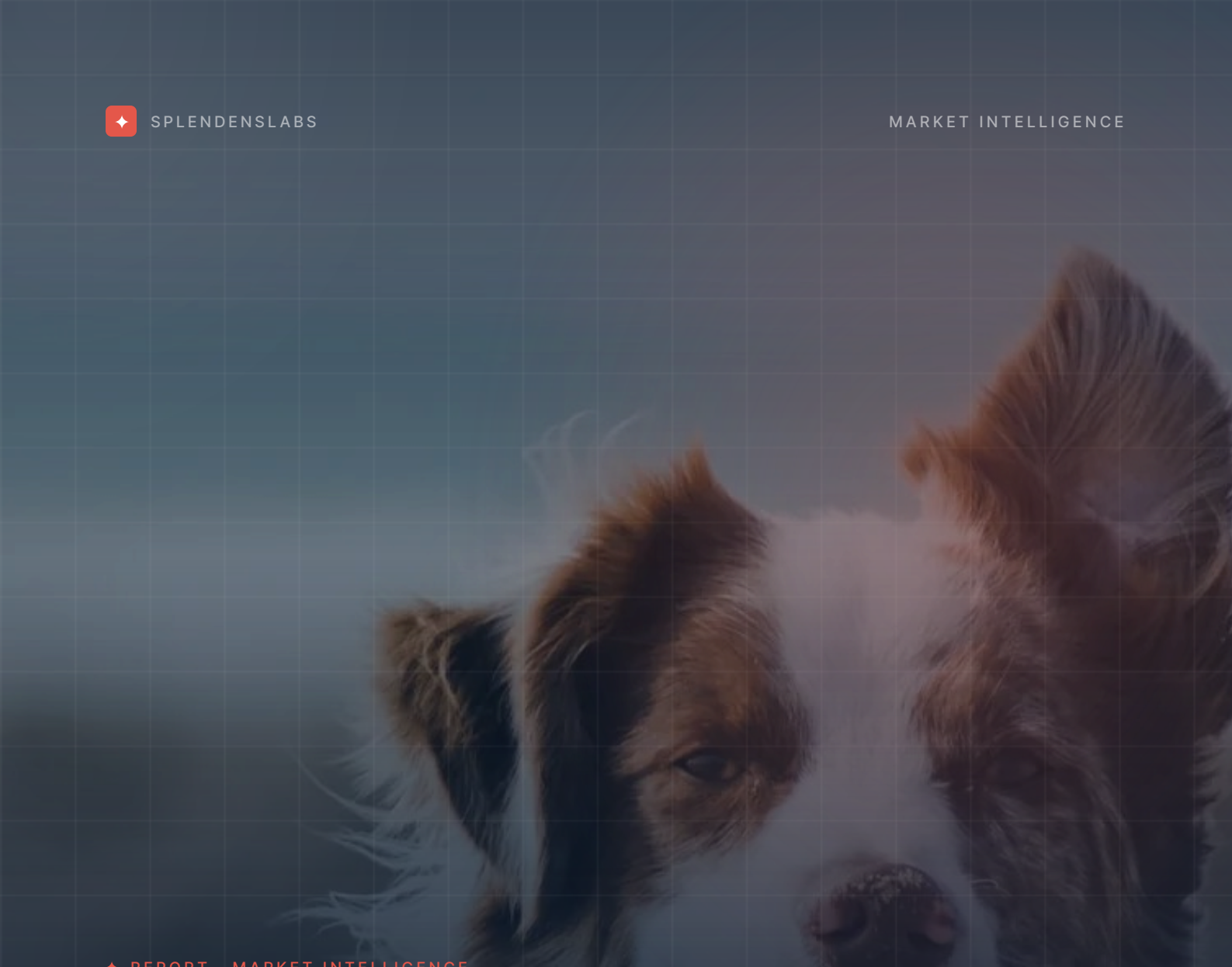


✦ REPORT · MARKET INTELLIGENCE

Pet Care AI Report

Where AI is creating value across veterinary clinics, grooming, boarding and pet retail — and how operators and builders should approach it.

FORMAT	LEVEL	READ TIME	UPDATED
Report	Intermediate	12 min	Oct 2026

OVERVIEW

What this report covers

Pet care is a fragmented, relationship-driven market where many businesses still run on phone calls, paper records and messaging apps. That makes it fertile ground for practical AI: booking, reminders, record keeping, owner communication and retail recommendations. This report shares what we see from building BloomPetOS, the regulation that still applies even though pets are not people, and the moves we recommend.

KEY TAKEAWAYS

- The first wins are operational: bookings, reminders, records and owner messaging.
- Owners want reassurance and continuity; AI should extend the vet's or groomer's relationship, not replace it.
- Triage-style advice must route to a qualified veterinarian; AI should not practice veterinary medicine.
- Pet owners' data is personal data — privacy law applies to the people behind the pets.
- Connected platforms that join clinic, grooming, boarding and retail create the richest data.

WHO IT'S FOR

- Veterinary clinic owners
- Grooming, boarding and daycare operators
- Pet retail and e-commerce teams
- Pet-tech founders and builders

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01 Trends we are seeing
02 What is changing
03 What it means for operators and builders
04 Regulation to watch
05 What to watch next
06 Recommended moves

✦ 01 / SIGNALS

Trends we are seeing

Patterns from operators and from our work on BloomPetOS.

OPERATIONS

Conversational booking

Owners book grooming, boarding and appointments by chat; assistants that handle availability, breed-specific timing and deposits reduce phone load.

CARE

Proactive reminders

Vaccinations, deworming, refills and grooming cycles become timely, personalized nudges rather than generic broadcasts.

RECORDS

Assisted clinical notes

Vets want consult notes drafted from short inputs and a single pet history shared across services.

RETAIL

Need-based recommendations

Food and supplies suggested from the pet's age, breed, diet history and the vet's advice — not just past purchases.

Most operators are small teams. Products that work out of the box on familiar channels, such as WhatsApp, matter more than sophisticated features that need a dedicated administrator.

✦ 02 / SHIFT

What is changing

From disconnected tools to a connected view of each pet.

HOW MANY BUSINESSES RUN TODAY	WHERE THE MARKET IS HEADING
Bookings by phone and personal messaging	Assistants handling routine booking and questions
Paper or spreadsheet records	Digital pet profiles shared across services
Separate systems for clinic, grooming and retail	One platform for care, services and retail
Owners repeat the pet's history at every visit	Continuity that owners notice and value

FIELD NOTE

Escalation is a feature

The most trusted assistants are quick to say “this needs a vet” and hand over with the conversation summarized. Owners judge the product on that moment.

03 / IMPLICATIONS

What it means for operators and builders

Practical, low-friction automation wins in this market.

OPERATORS

Automate the front desk first

Booking, confirmations, reminders and common questions free staff for the animals in front of them.

OPERATORS

Own your customer data

Choose platforms where pet and owner records are exportable and stay under your control.

BUILDERS

Hard-code the symptom boundary

Symptom questions route to a veterinarian or emergency guidance — enforced in the flow, not just the prompt.

BUILDERS

Design for small teams

Minimal setup, mobile-first staff tools and sensible defaults beat configurability.

04 / REGULATION

Regulation to watch

A summary to orient teams, not legal advice. Confirm obligations with counsel for your jurisdictions.

INSTRUMENT	WHERE	WHY IT MATTERS FOR PET CARE AI
Digital Personal Data Protection Act 2023 and its Rules	India	Owners' names, contacts, addresses and payment details are personal data — consent, security and breach duties apply
Indian Veterinary Council Act 1984	India	Veterinary practice is reserved for registered practitioners; AI tools should support, not diagnose or prescribe
Consumer Protection Act 2019 and E-Commerce Rules 2020	India	Fair disclosure, grievance handling and honest claims for online pet retail and services
EU AI Act — transparency duties	EU	People must be told when they are interacting with an AI system, with obligations applying in stages

Sales of veterinary medicines and prescription diets carry their own rules. Any feature that recommends or sells them should keep a veterinarian in the loop.

05 / OUTLOOK

What to watch next

Signals that will shape the next year.

- Growth of connected platforms that combine clinic, grooming, boarding and retail records
- Data from wearables and smart feeders, and whether it proves useful to vets
- Tele-veterinary consultations and the professional rules around them
- Pet insurance and how claims and records integrate with clinic systems
- Voice and regional-language assistants for owners and staff

✦ 06 / MOVES

Recommended moves

What we would do in the next two quarters.

01 **Digitize the pet profile**

One record per pet — species, breed, age, vaccinations, allergies, visits — is the foundation for everything else.

02 **Put booking on chat**

Start with appointments and reminders on the channel owners already use.

03 **Define escalation rules**

Write down which questions always go to a vet or staff member, and test them.

04 **Connect services and retail**

Link care history to product recommendations, with the vet's advice taking priority.

05 **Measure owner experience**

Track response times, no-shows and repeat visits before and after.

> Owners do not want an AI vet. They want a clinic that remembers their pet and answers quickly.
>
> SPLENDENSLABS

GET IN TOUCH

Let’s talk about your pet care business

We build booking assistants, connected pet records and owner engagement for clinics, groomers, boarding and pet retail.

- Pet care AI discovery
- WhatsApp booking and reminders
- Connected clinic, services and retail

BOOK AN AI STRATEGY SESSION →

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