

PETKIT

PIONEERING PET CARE

SINCE 2013

WWW.PETKIT.COM

Table of Contents

03	Mission	13	Global Presence
04	Market Landscape	21	Commercial Footprint
07	Company Overview	28	Strategic Outlook
10	Product Portfolio		Appendix

Our Mission

To empower pets and their parents by bridging the communication gap with innovative smart solutions.



A **\$23.9 Billion Market** Fueled by New Generation of Pet Parents.

The global demand for smarter pet solutions is accelerating, driven by demographic shifts and a new standard of care. This creates a durable, high-growth market for integrated technology.

Global Pet Tech Market ^[1]

\$23.9B

Projected by 2030



13.9% CAGR
(2025-2030)

Leading Category Growth ^[2]



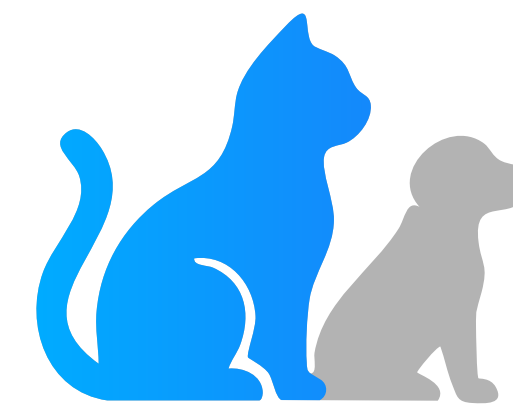
~63%

Smart litter & waste
management share



16.5%
CAGR

Key Ownership Trend ^[3]

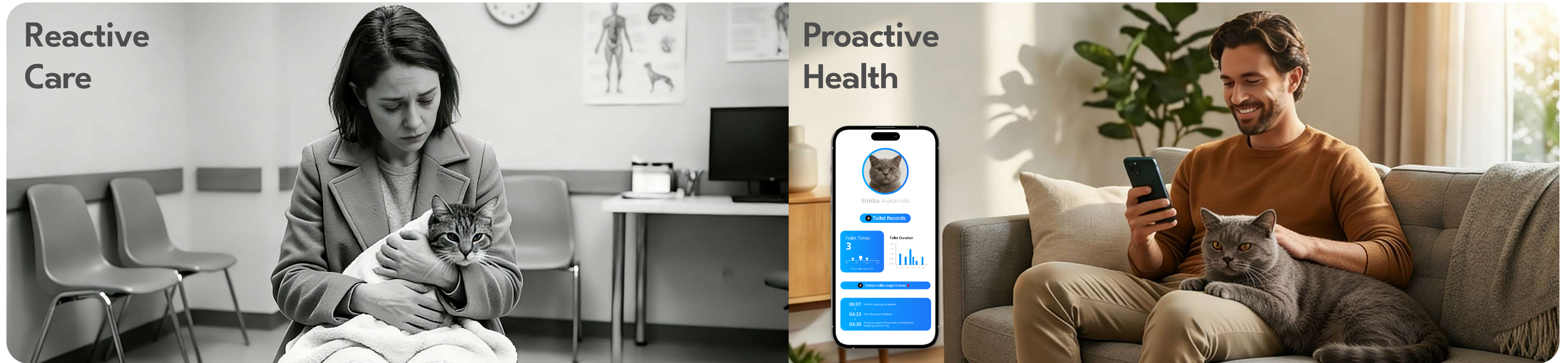


Cats are on track
to outnumber dogs.

The industry is moving beyond simple convenience to focus on **preventive**, data-driven wellness.



The Future of Pet Care is **Proactive**, Not Reactive.



Pets have become family, and their parents' expectations have evolved. They demand what traditional pet care wasn't built for: ongoing monitoring, early detection, and connected health insights.

GLOBAL MARKET SCALE ^[4]

~1 Billion Pets Globally

Massive scale of the total addressable market.

AI IS RESHAPING HEALTH ^[5]

AI predicts outbreaks, triages patients, and turns data into foresight.

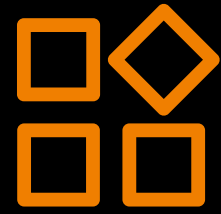
AI powers smarter, proactive care.

MILLENNIALS & GEN Z DRIVING GROWTH ^[6]

The largest cohort, leading in multi-pet ownership and willingness to pay for smart, premium care.

Future-focused pet parents.

PETKIT Is The Industry First To...



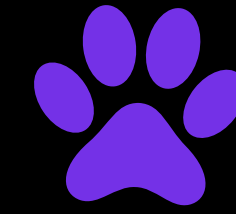
Champion a Full-stack Pet Care Ecosystem

Launched the diverse product line (Feed, Drink, Clean) to cover the pet's full life cycle.



Integrate AI & IoT at the Core

Smart by design.
Intelligent beyond hardware.

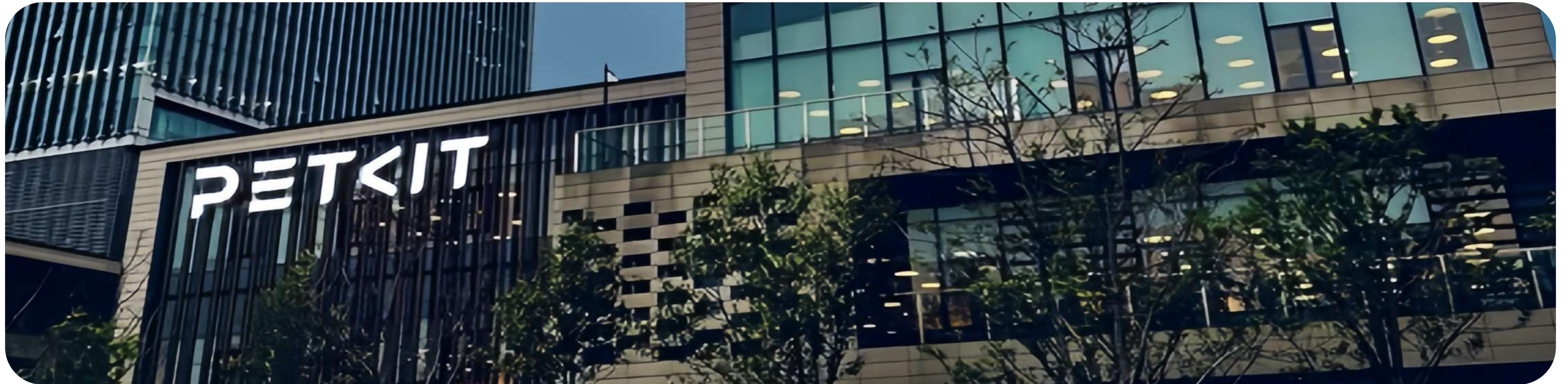


Shift Focus from Convenience to Pet Health

Led the industry toward preventive, data-driven pet care instead of features that only serve pet parents.

Our Story So Far

Born from a simple mission in 2013, PETKIT pioneers intelligent pet care technology that bridges the communication gap between pets and families. Today, PETKIT leads the industry in AI-driven health technology.



400+

Exclusive Product Patents

180+

Countries & Regions Served

20+

International Design Awards

6M+

Global App Users

PETKIT Journey: Through Time



2013

Founded
Pre-seed Funding

2014

Angel Round

2015

Series A

2017

Series B

2018

Established
Portfolio Brand.
Dr. Vet
Food Chain

2019

Series C

2016

Listed on Amazon

2022

Established Office
& Team in LA

2020

Established 800+
Franchise Stores.
Series C+

2023

AI Engineering team
scaled to 30+ people

2021

Series D

2024

Distribution across
50+ countries

2025

World's first AI-driven
innovations

One App Connects a Lifetime of Health Insights



PETKIT's ecosystem integrates smart devices, software, and services into one app that transforms daily routines into AI-powered health insights. By spotting potential issues early, we help pet parents move from reactive care to preventive care.

- 5.6 Million** Beloved Pets Profiles
- 6.6 Million** Engaged Pet Parents
- 3.2 Billion** Smart Pet Care Interactions

Designed Around Real Needs

PETKIT addresses fundamental pet care challenges through integrated smart technology and predictive intelligence across diverse product lines.

PUROBOT ULTRA

- AI Cat Tracking
- AI Health Insights
- Hands Free Auto Waste Pack



EVERSWEET MAX 2

- Large Capacity
- Minimize Bacterial
- Cordless & Plug-in Charging



YUMSHARE DUAL-HOPPER 2

- Pet Face ID
- AI Surplus Food Control
- Customized Feeding Plan



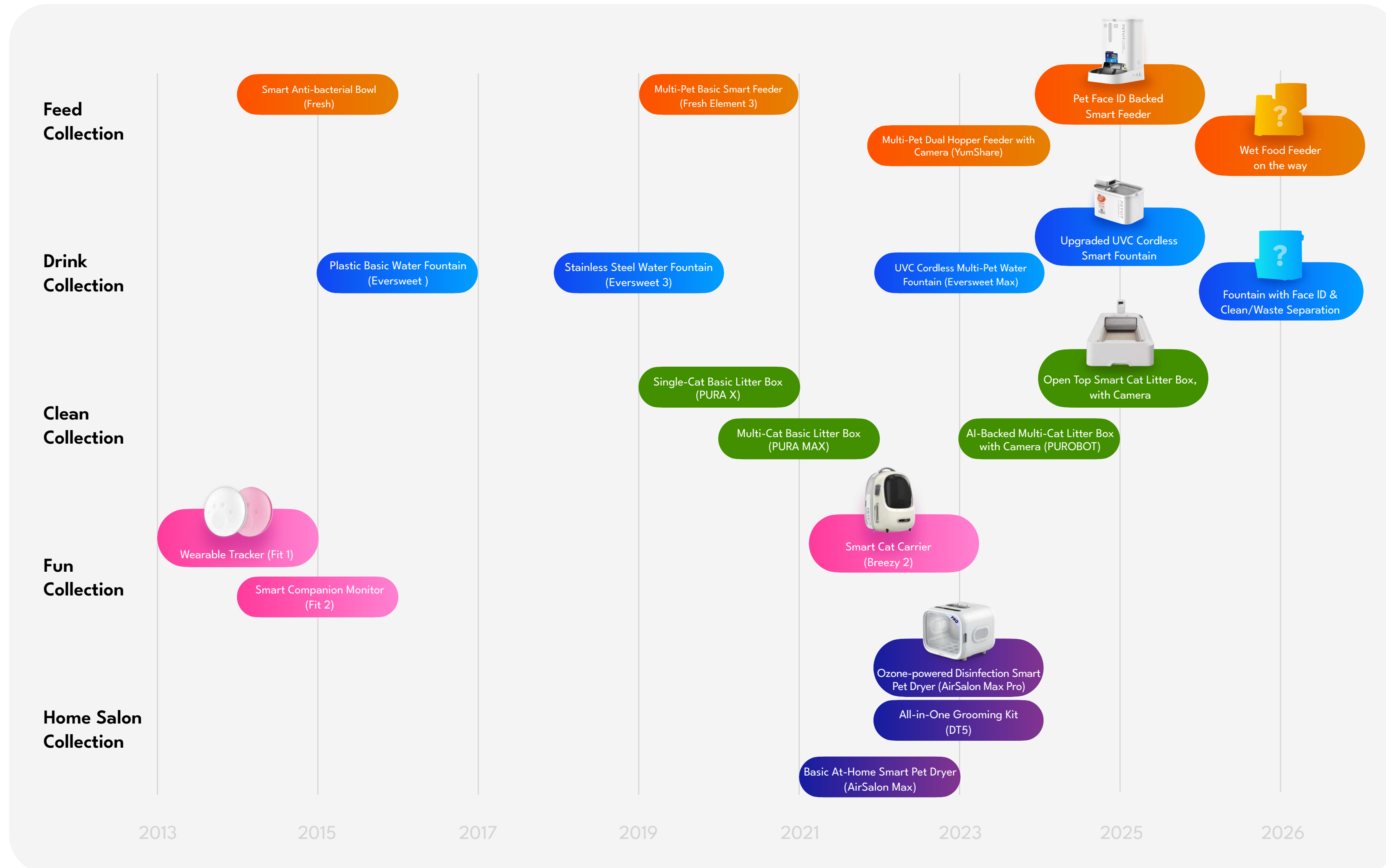
AIRSALON MAX PRO

- Ozone-Powered Disinfection
- Touch Panel
- Customized Grooming





Advancing with Purpose



2013
Pioneered Pet Wearable Tech

2014-2017
Enhanced Smart Tech & App

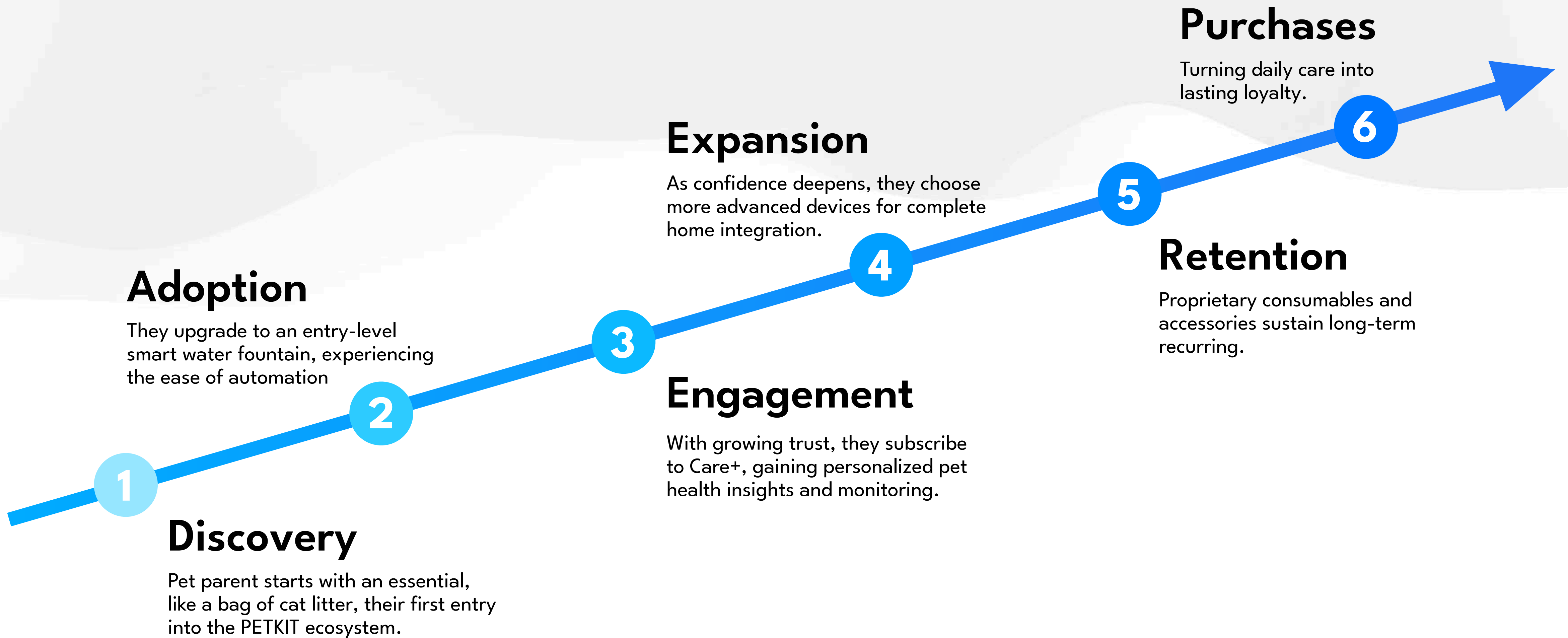
2018-2022
Built Industry's Largest Product Portfolio

2023
Launched Basic AI & Camera Solutions

2024
Deployed Advanced AI & Machine Learning

2025
Maximized AI Precision & Diverse Launch Series

PETKIT Consumer Journey



Expanding Across 50+ Global Markets



North America

USA, Canada

Middle East

United Arab Emirates, Qatar, Kuwait, Saudi Arabia, Israel

Europe

Switzerland, the Czech Republic, the Netherlands, Belgium, Luxembourg, Lithuania, Latvia, the UK, Estonia, France, Germany, Italy, Spain, Portugal, Sweden, Romania, Norway, Ukraine, Poland, Denmark, Turkey, Russia, Moldova, Monaco, Azerbaijan, Cyprus, Ireland, Greece, Malta

Asia-Pacific

China, Korea, Japan, Thailand, Vietnam, the Philippines, Laos, Singapore, Malaysia, Indonesia, Australia, New Zealand, India, Mongolia, Kazakhstan, Uzbekistan, Brunei

Latin America and the Caribbean

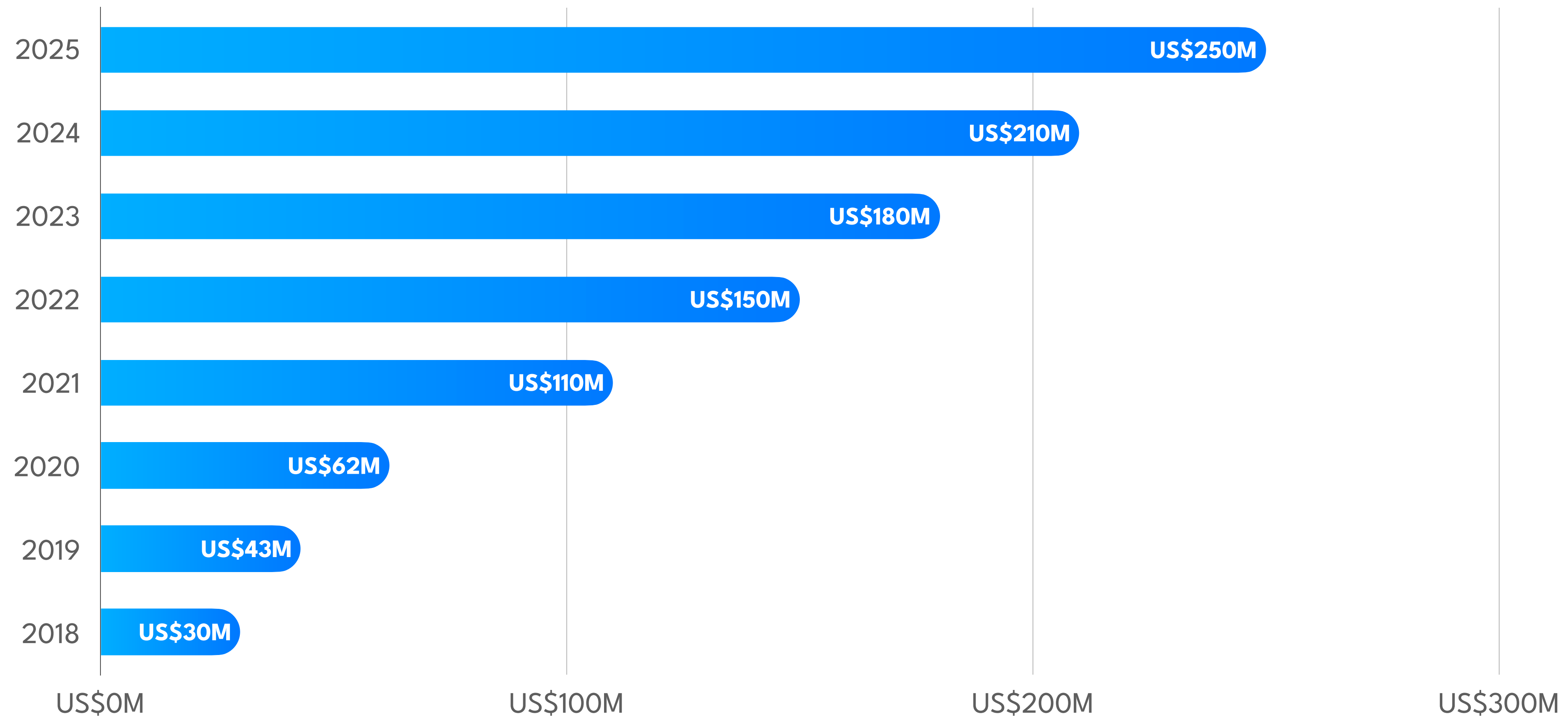
Colombia, Peru, Chile, Brazil, Argentine Republic

Meeting Pet Parents Wherever They Shop

Our products are sold DTC and across **1,600+ retail doors**, plus e-tailers reaching nearly **a billion shoppers every month**.



Accelerating Revenue Growth Across All Channels



Products Built for Repeat Engagement

The Growth Engine: Every product plays a part in a larger circle of care - one that nurtures pets' health and builds trust over time. By supporting pets' ongoing needs, we build natural, repeat engagement and stronger lifetime value.

Clean (Litter Solutions)



High Frequency Consumables

- Waste bags
- Odor accessories
- Litter bags

Replacements

Cylinders and system components

Feed (Feeding Solutions)



High Frequency Consumables

- Desiccants
- Raised stands
- Accessories

Replacements

Stainless bowls

Drink (Hydration Solutions)



High Frequency Consumables

- Filters
- Water pumps

Locked-in Cycle

30-60 day filter turnover

Where Care Meets Innovation

It starts with care and the belief that technology should listen to pets as closely as vets do. PETKIT's actions are driven by science-backed empathy.



Voices That Matter: Expert's Debate

In 2025, we brought leading veterinarians together for a groundbreaking discussion on monitoring pet health. A conversation we hoped that can reshape how the world views preventive pet health.



Recognition That Reflects Trust

When innovation speaks for itself, recognition follows. From award honors to organic media features, our work earned trust before it sought attention.

3000+

Global Media Features

30,000,000+

Impressions

 **Wirecutter**

catster

yahoo!tech

Mashable

The Washington Post

News Channel 8
on your side 

WIRED

People

Forbes
VETTED

COSMOPOLITAN


 **underscored**

 **digitaltrends**

Trusted Voices, Global Reach.


Hundreds of creators, one shared mission - spreading smarter, healthier pet care worldwide. Their authentic stories amplified what we stand for: tech with a heart.

268K Likes




US

106K Likes




US

32K Likes



US

223K Views



Spain

4.5M Views




Spain

19K Likes




Turkey

144K Views




US

22K Likes



Italy

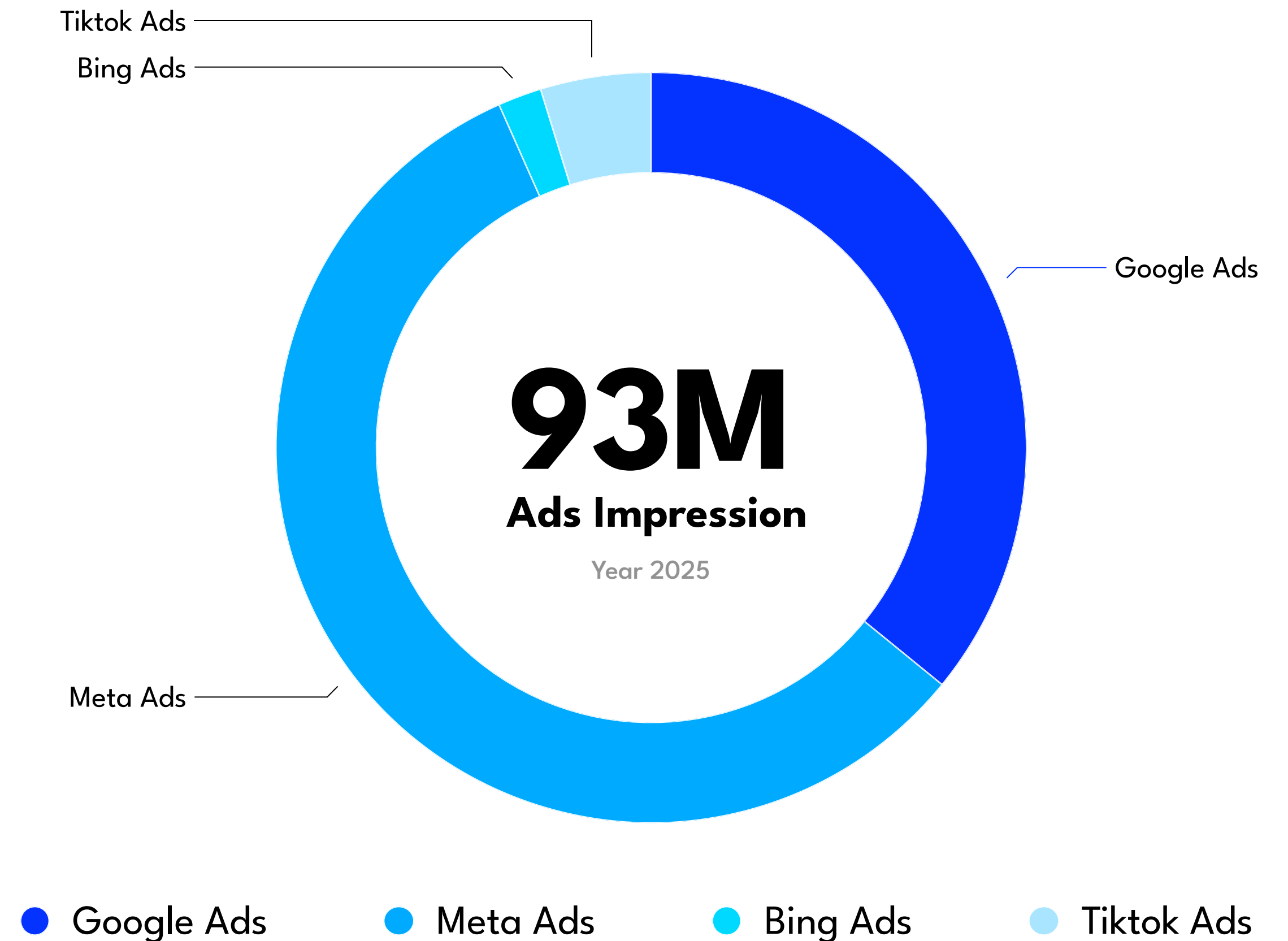
4.5M Views



Spain

Digital Impact at Scale

Precision targeting, real engagement.
Connecting innovation with millions of pet lovers.



Caring for Pets, the Whole Way Through.

From health to happiness, PETKIT and our portfolio brands work together to support every moment of a pet's life.

Dr.vet+

Veterinary-grade supplements
crafted for better pet wellness

PETKIT

Combines smart automation with
health tracking to provide a proactive
approach to daily pet care



FOOD CHAIN

Nutritious meals designed to
fuel every stage of life

Driven by innovation, powered by compassion, united as one PETKIT family.

Transforming Pet Welfare, Now and for the Future.

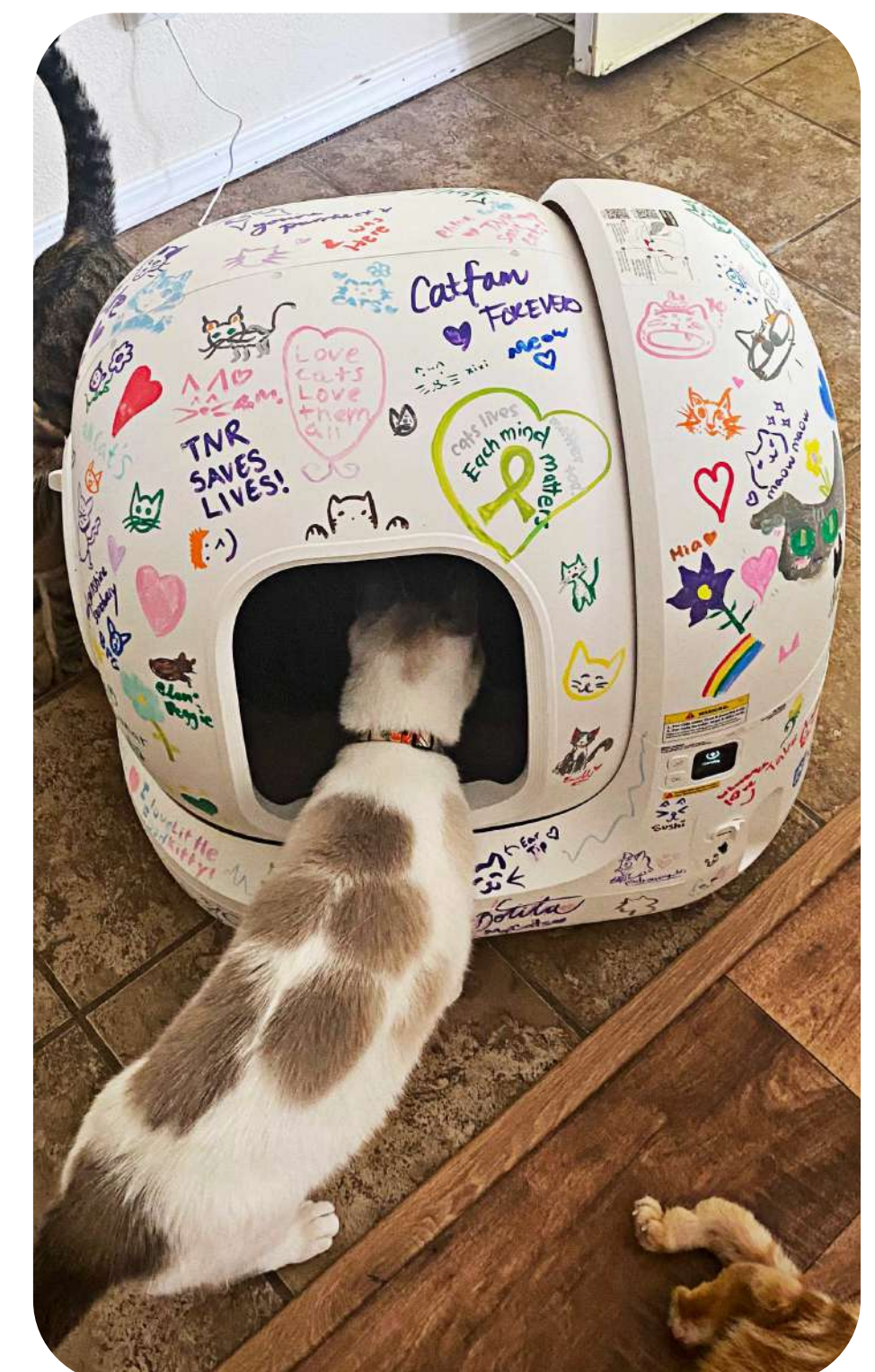
PETKIT *help* strengthens shelter environments through improved facilities, essential supplies, and holistic wellbeing programs.

\$100,000+

Donated

10+

Rescues supported

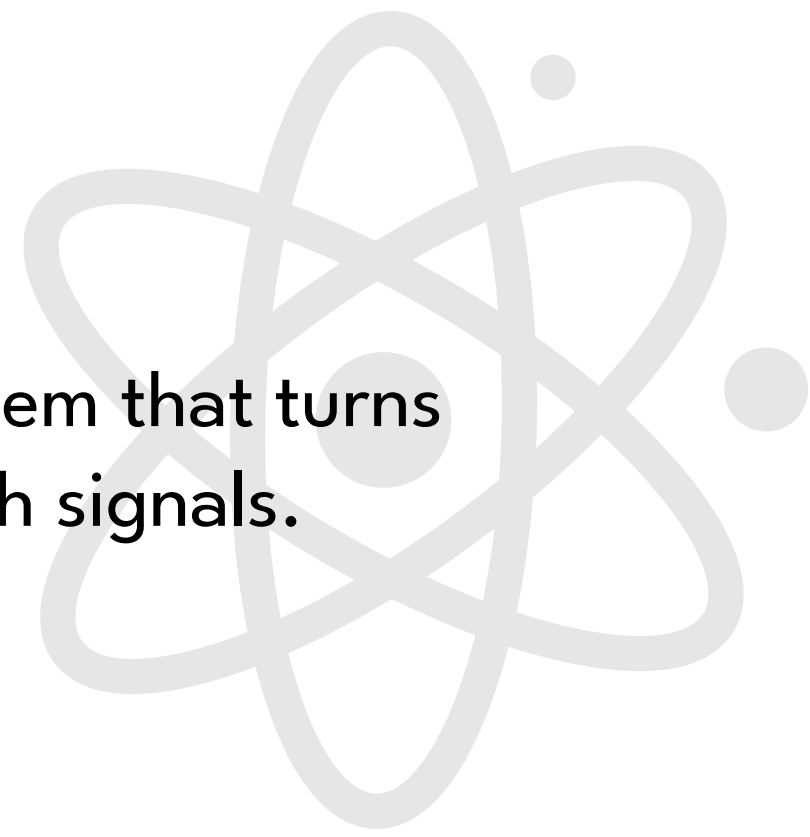


Together, We Grow.

For Pets. For People. For Pet Tech Tomorrow.

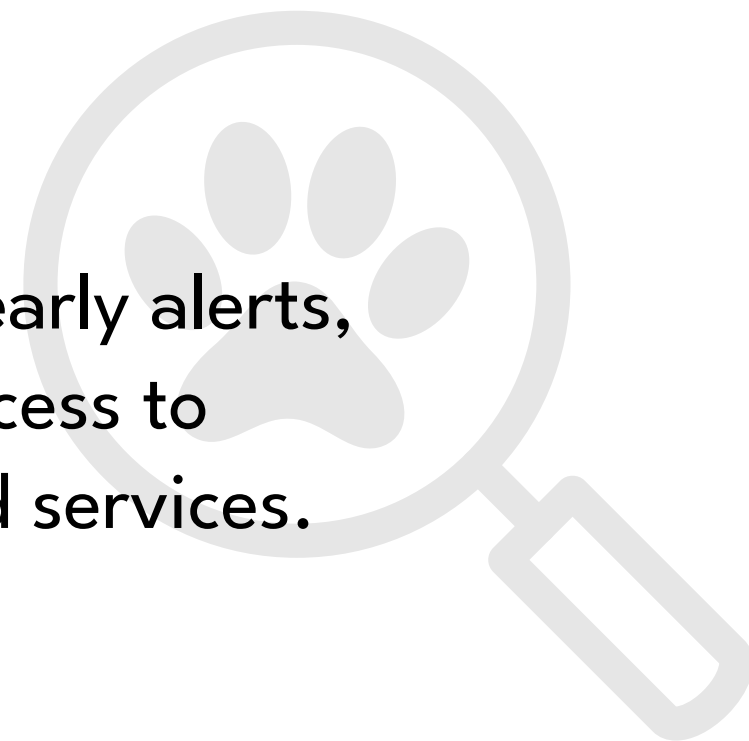
Innovation & Products

Advance an AI-first product ecosystem that turns daily routines into meaningful health signals.



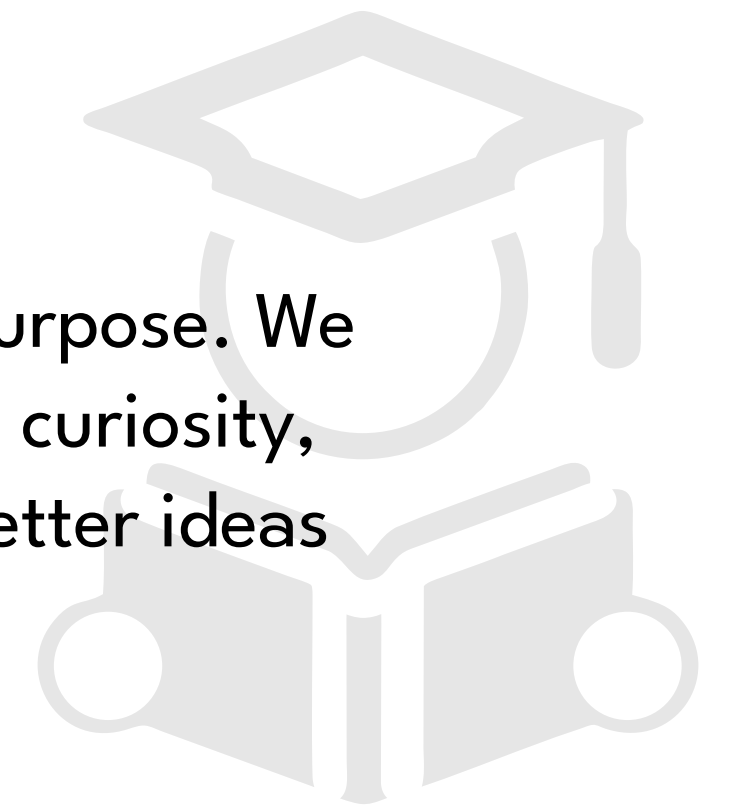
Pet Health & Services

Make proactive pet care accessible: early alerts, personalized nutrition, and easier access to veterinary advice through embedded services.



People & Culture

Our people and partners power our purpose. We continue to build a culture that values curiosity, empathy, and innovation - because petter ideas start with shared passion.



Partnerships & Community

Scale impact through vets, researchers, retailers and welfare partners - bringing PETKIT technology into real homes and clinics with local stewardship.

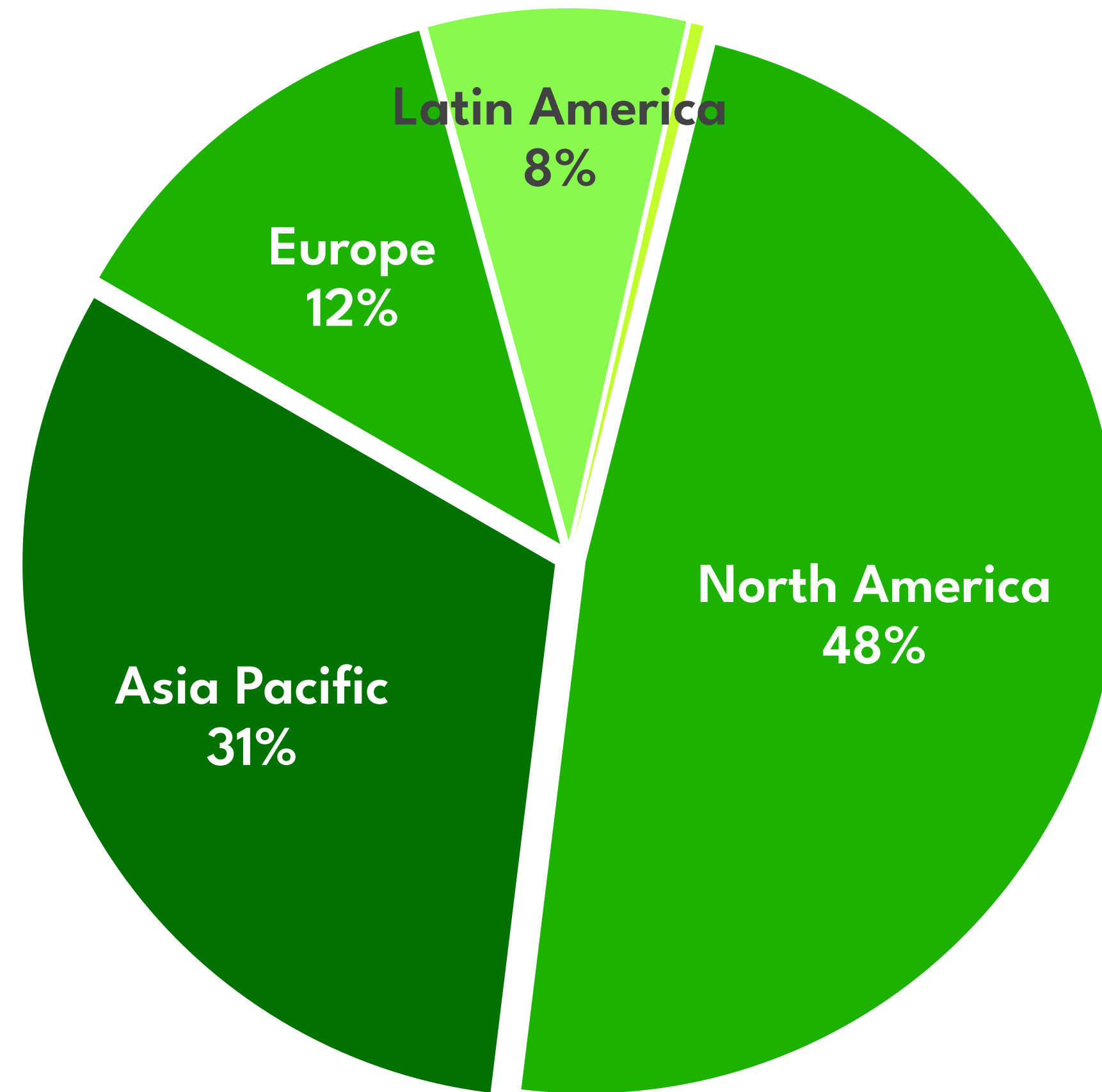


The best of PETKIT is still ahead.

Appendix

Global Pet Care Market Share, **By Region (%)** ^[7]

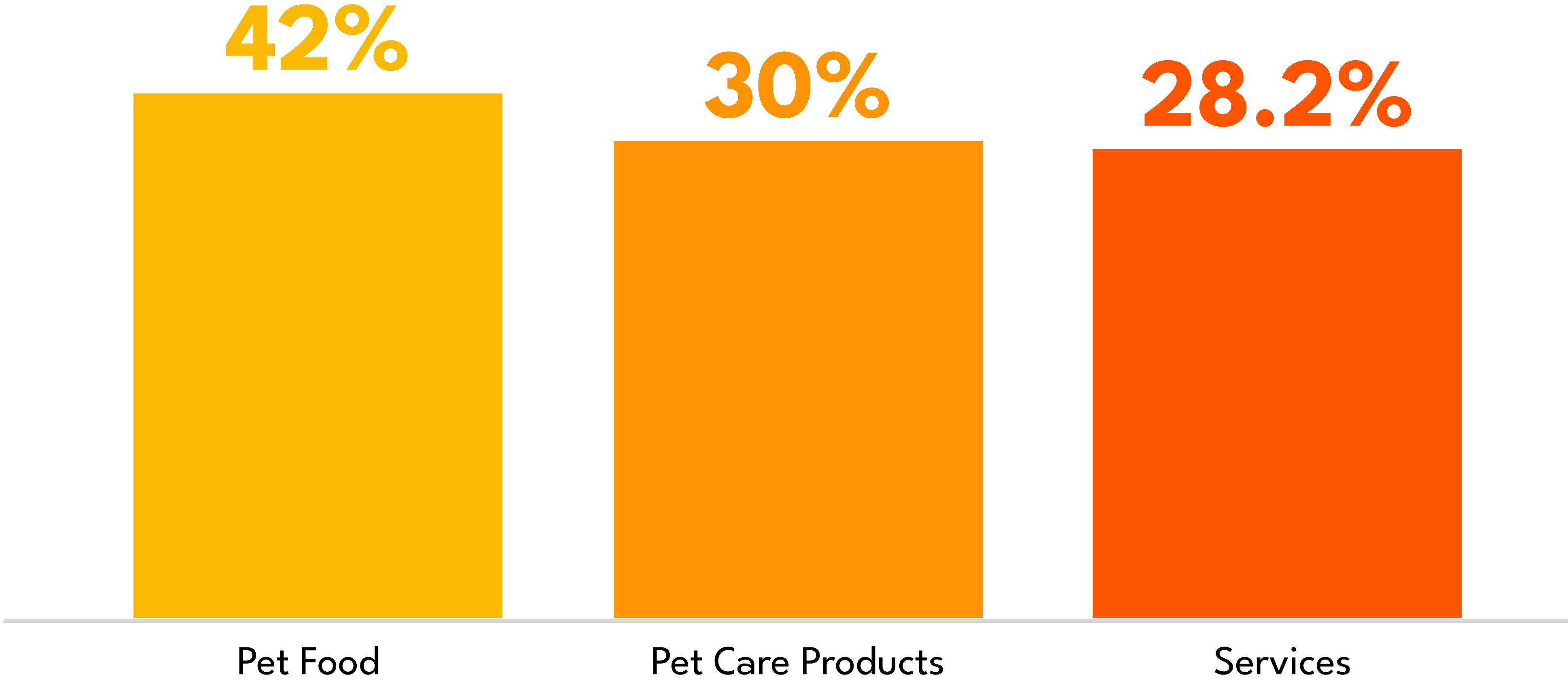
These key regions represent the largest opportunities for pet care innovation and growth.



● North America ● Asia Pacific ● Europe ● Latin America ● MEA

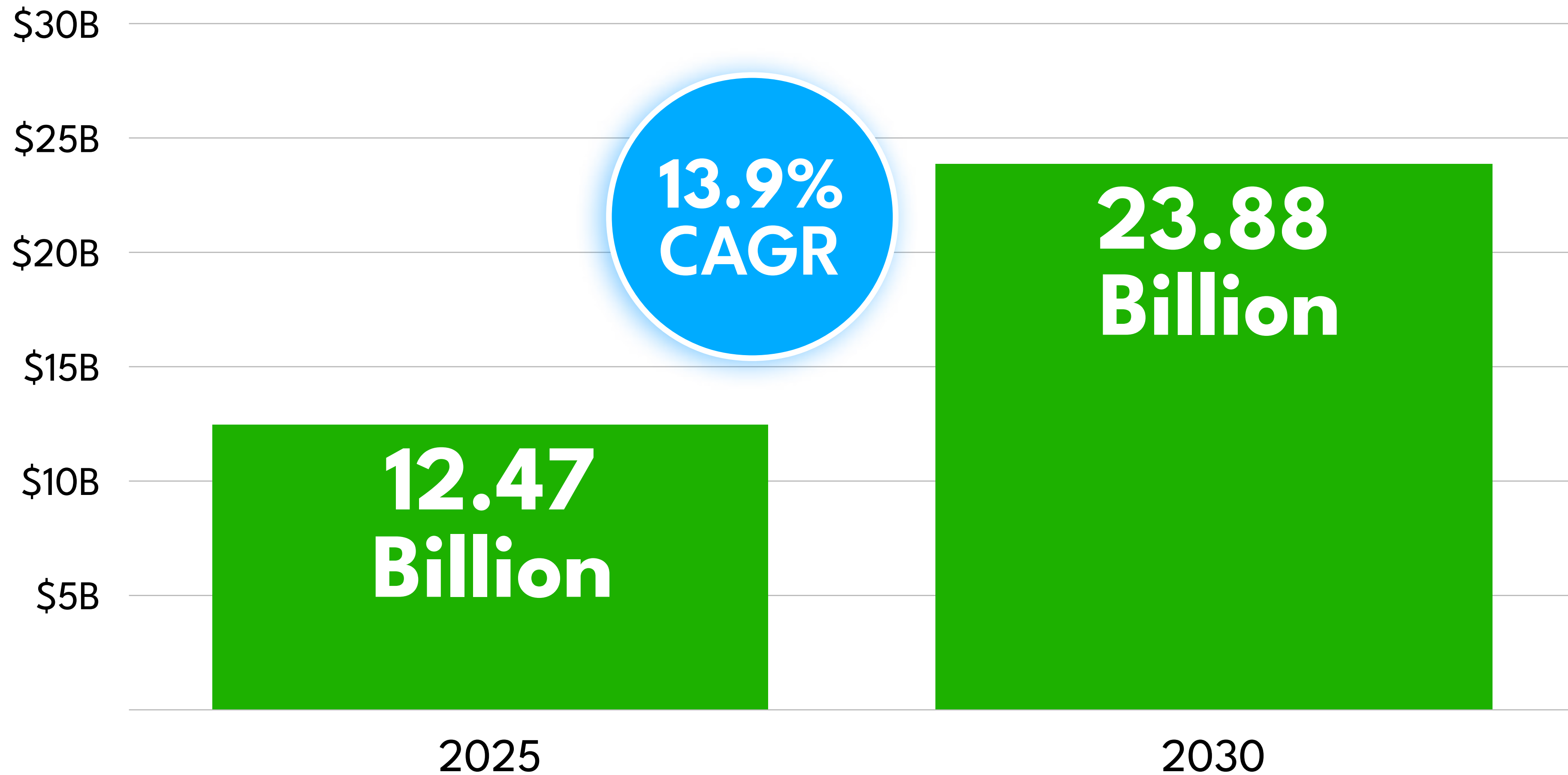
Global Pet Care Market Share, **By Type** (%) ^[8]

Products & Services are Major Pet Care Segments.
2024 Market Share shows significant spending on non-food categories.



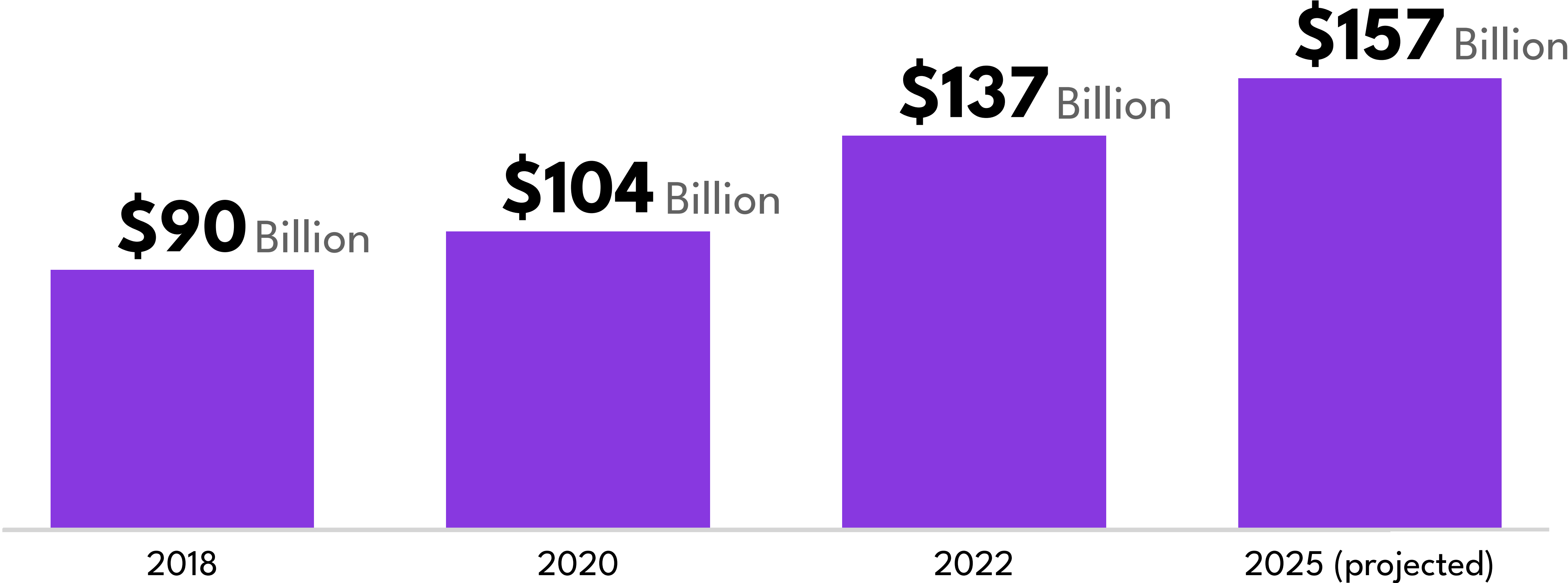
Global **Pet Tech** Market Share ^[9]

Pet tech is surging, poised to be the next major trend.

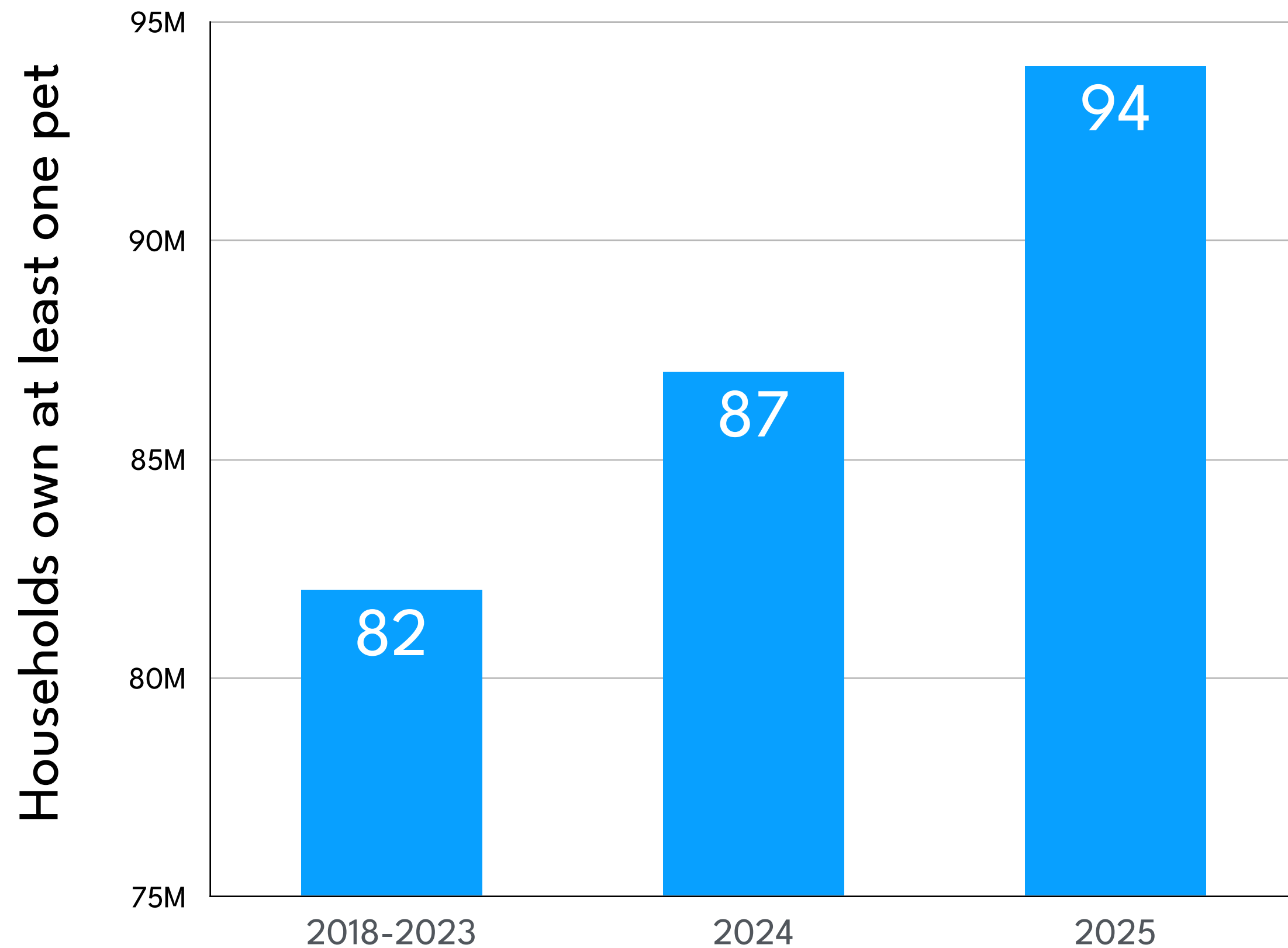


U.S. Pet industry Expenditures (in billions of dollars)^[10]

The U.S. pet market is booming.



Total U.S. Pet Ownership ^[11]



The number of U.S. households owning at least one pet has **significantly increased** to **94 million**, up from 82 million in 2023.

This growth is reflected across both dog and cat ownership:

Dogs: Owned by **51%** of U.S. households (**68 million**).

Cats: Owned by **37%** of U.S. households (**49 million**).

The Cat Segment is Pet Tech's Fastest Growth Engine ^[12]

Market Size

CAGR of
7.8%

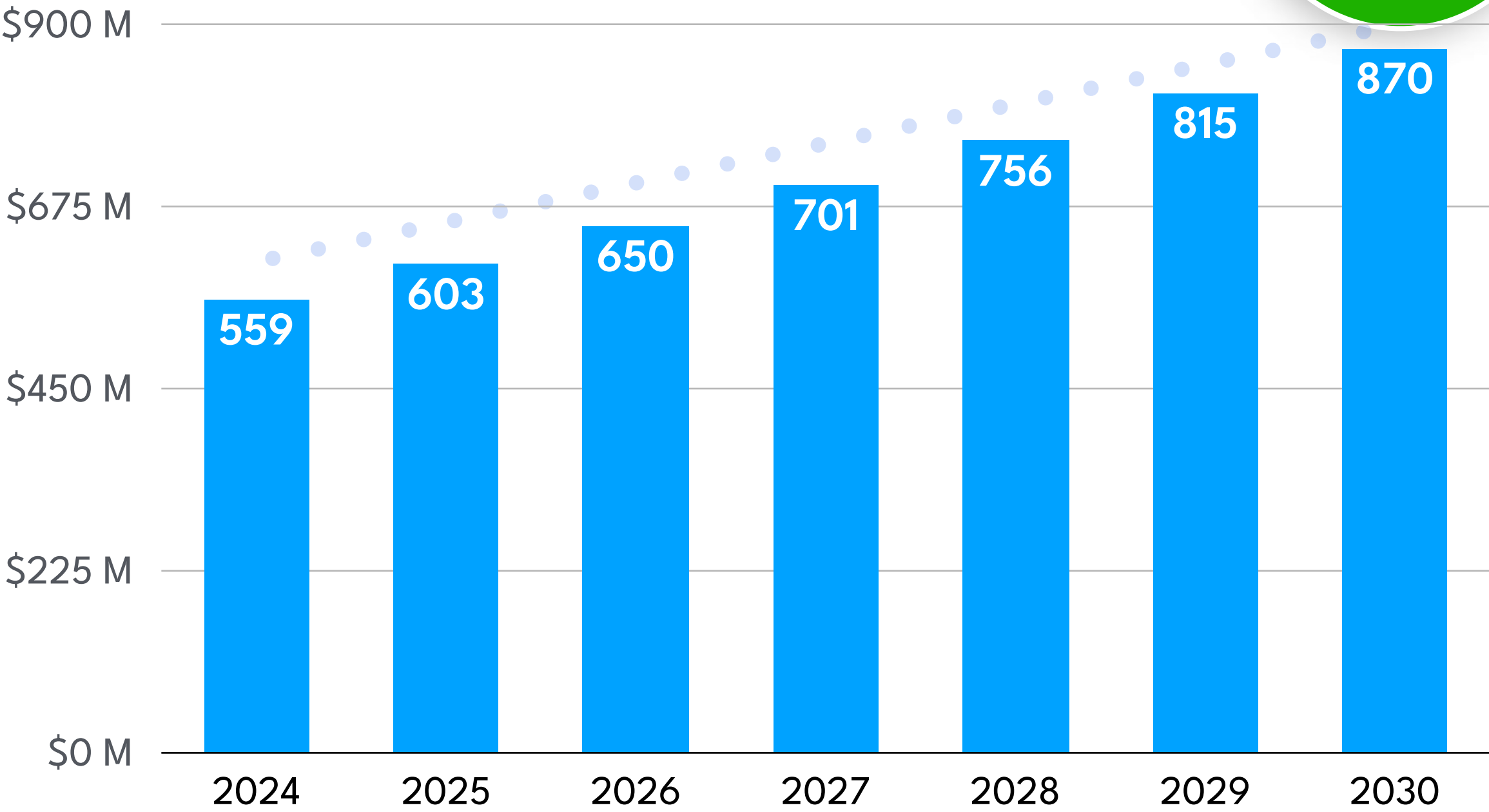
The global automatic self-cleaning cat litter box market is poised for strong growth, with a projected increase from \$559.3 million in 2024 to \$869.6 million by 2030 (CAGR of 7.8%).

North America

is the dominant region

37%

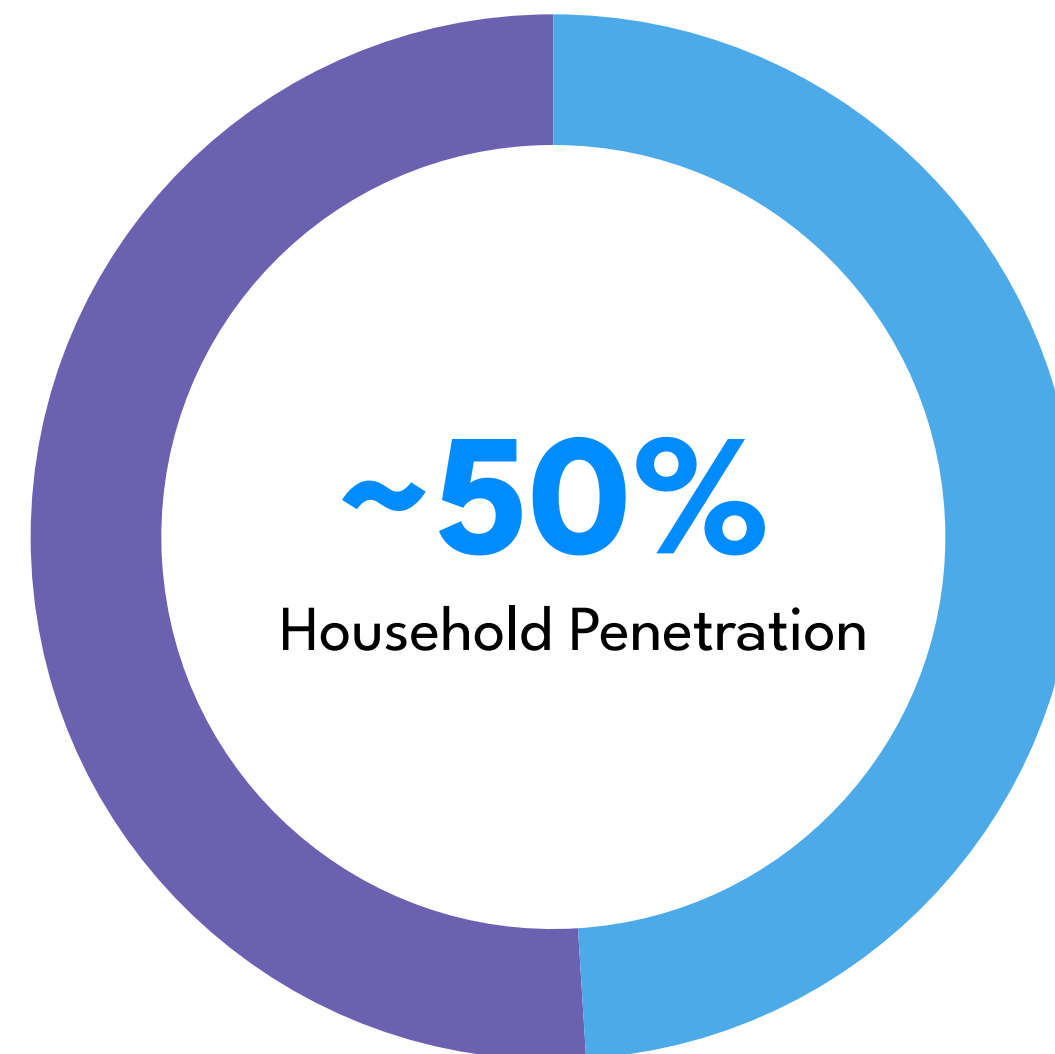
Market Revenue Share



Total EU Pet Ownership ^[13]

139 Million
Households

Own a pet in Europe

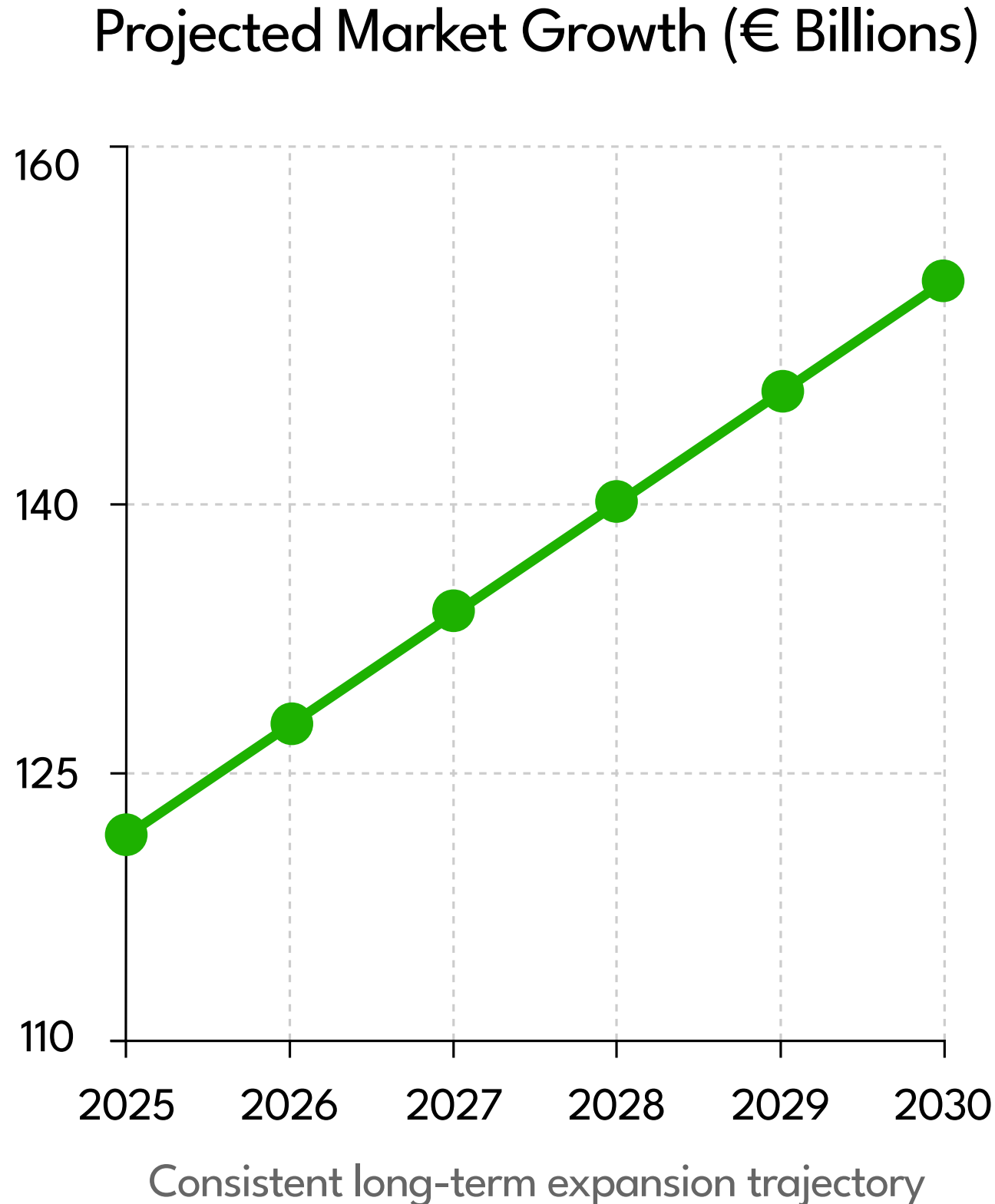


Europe has reached a historic tipping point where **nearly one out of every two households** is now home to a pet.

This 50% penetration rate signals a fundamental cultural evolution; we are moving away from traditional pet ownership toward Pet Parenthood.



European Pet Care Potential (Second Largest Globally)^[14]

Europe is confirmed as the **second largest global pet market**, representing approximately **one-third of the total industry**. This highly valuable region is projected to grow from **€121.6 billion in 2025** to **€152.5 billion by 2030**, offering consistent, long-term market expansion.



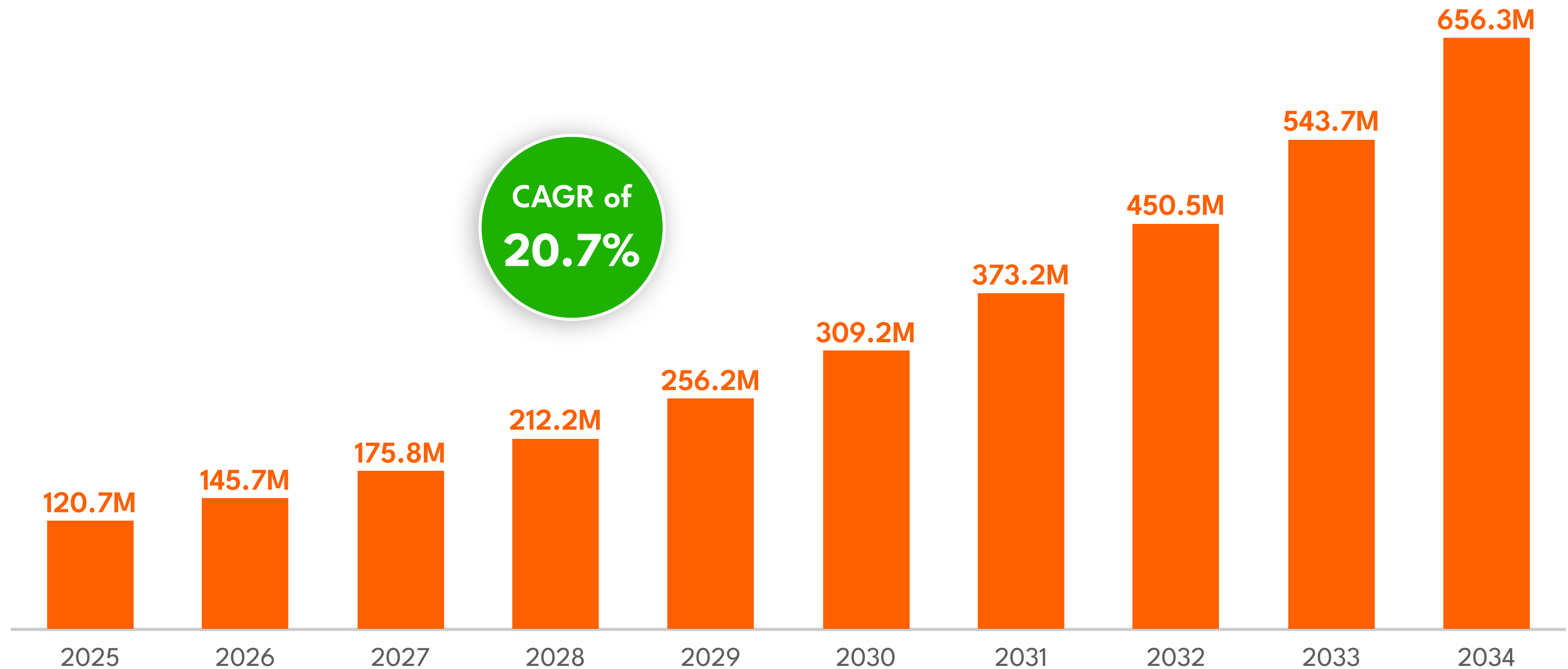
European Pet Market Growth

Second Largest Global Market

<p>Global Market Share</p>  <p>~33% of total pet industry</p>	<p>2025 Market Value</p> <p>€121.6B</p>
<p>Total Growth Rate</p>  <p>+25.4% 2025-2030</p>	<p>2030 Projection</p> <p>€125.2B</p>

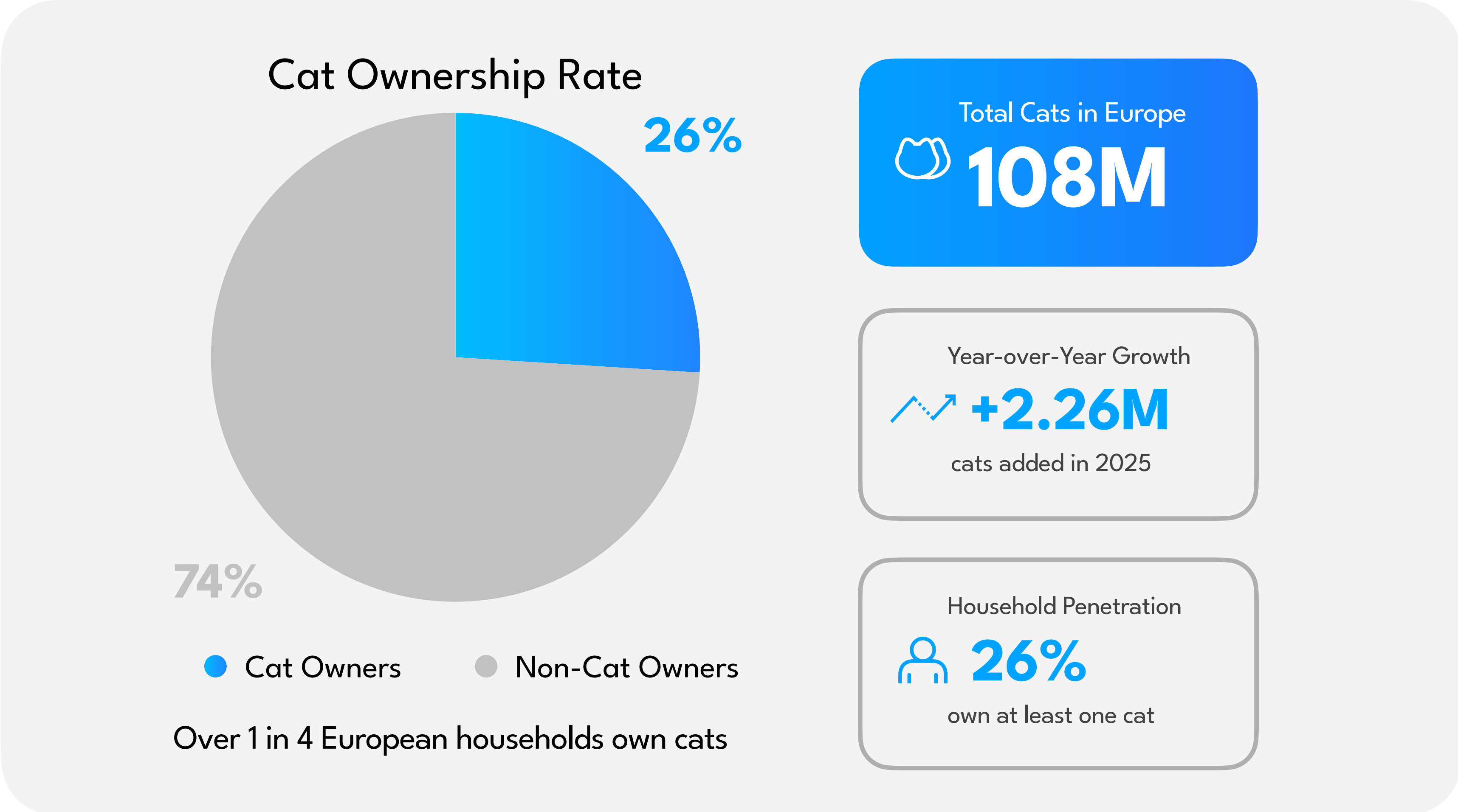
European Pet Tech Potential ^[15]

The Europe pet tech market is estimated to grow at a **CAGR of 20.7%** during the forecast period of 2025-2034 owing to the increased spending on pet animals.



Cat Is The Future Trend ^[16]

2025 Cat Ownership Surpasses **108 Million** - Up by 2.26 Million. **26%** own at least one cat.



PETKIT