

# 5 Trends Set to Shape the Industry in 2025

What to Look Out For in the Year Ahead



Your downloadable report

# What to Expect in 2025



A new year brings new trends and exciting technological advances to the veterinary industry. On examining these trends more closely, we see both the opportunities and challenges they present to veterinary professionals and practices.

We created this report to identify the key themes that could impact your practice in the year ahead and arming you with the knowledge to leverage these trends and take strategic action where necessary.

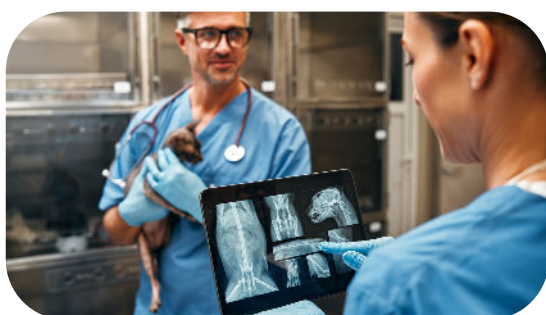
Here are the top 5 trends we predict will be shaping the veterinary industry in 2025:

- 1 Technological Advancements, Including AI & Telemedicine
- 2 Cloud-Based Software Becoming the Go-To Solution
- 3 Renewed Focus on Top-Notch Customer Service
- 4 Integration with Wearable Technology
- 5 Continued Humanization of Pets



# An Upsurge in Technological Advancements

Recent advancements in veterinary medicine are becoming real growth drivers in the market. As technology improves and becomes more accessible, veterinary professionals will find themselves better equipped to offer more services and advanced care within a shorter timeframe.



Modern practices in possession of advanced imaging techniques—including digital X-rays, ultrasound, MRI, and CT scans—as well as detailed lab tests, are able to diagnose patients more quickly and easily.

**Furthermore, this high degree of accuracy allows for a better prognosis for animals and owners as effective treatment can be administered earlier.**

“Veterinary practices are benefiting from new technology much faster than in the past. I see an increasingly rapid adoption curve for new tools and technology.”



**Ross Campbell,**  
VP of DaySmart Vet

As technology becomes more advanced, adoption and demand will soar, with more veterinary professionals acquiring powerful equipment to scale up their practices, providing more precise diagnoses, and implementing effective and preventive treatment plans, where applicable.



# The Rise of Artificial Intelligence and Machine Learning



Artificial Intelligence (AI) will continue to play a vital role in animal health. Capable of fulfilling diverse functions in veterinary medicine, **AI uses machine learning and complex algorithms to examine large medical datasets in a fraction of the time required by humans.**

This behavior can be exploited to address complex problems in the fields of numerical and predictive epidemiology, precision medicine for people and animals, and host-pathogen interaction.

In this way, **AI will continue to transform veterinary care** and radically improve the outcome for patients, becoming essential in early disease detection. AI also allows for the monitoring of at-risk or chronically ill animals to quickly detect changes in health markers, consequently allowing timely administration of treatments that can enhance prognoses.



In addition to assisting working veterinary professionals, **machine learning will play a strong role in developing future generations of veterinarians**, offering potential opportunities to enhance the learning, teaching, and assessments within veterinary medical education, including but not limited to assisting with admissions processes as well as student progress evaluations. Thereby reducing the degree of human error, eliminating manual administrative tasks, and speeding up the learning curve overall.



# The Expansion of Telemedicine Services



Technological advancements have changed the way we look at medicine. Although telemedicine and telehealth services in veterinary care really made their mark during the COVID-19 pandemic, digital services remain popular even now, enabling veterinarians to offer remote consultations, follow-up appointments, and diagnostic services.

## The multiple arguments in favor of telemedicine:



Remote solutions can help alleviate the nationwide shortage of veterinary professionals—*1 in 4 pet owners say they wanted or needed pet care in the last two years but could not get it.*



Telemedicine can be a more economical alternative for pet owners in financial difficulty.



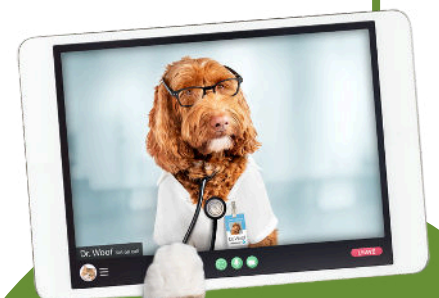
Nervous or anxious animals can be difficult to transport to an on-site visit.



Animals living in more rural areas can receive medical attention quickly without the need to spend hours being transported.

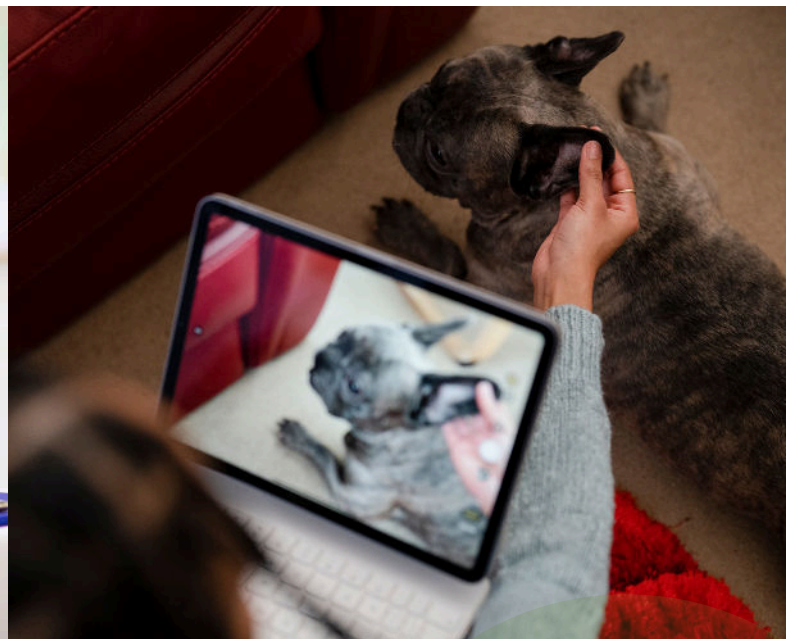
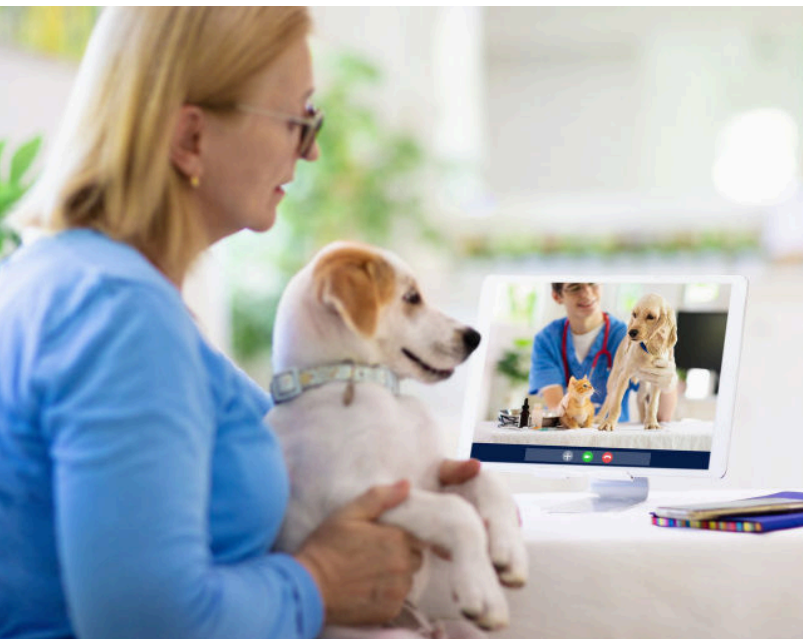


Waiting room times are reduced, preventing overcrowding and alleviating stress for pets, owners, and staff.



# The Expansion of Telemedicine Services

While telehealth platforms can never replace on-site examinations, there is no denying the convenience they afford. This is why **telemedicine services will continue to be a strong complement to office visits** for treatments, such as x-rays, vaccinations, and blood tests, in the years ahead.



“Telemedicine is a lifeline for many pets whose owners face serious financial, geographical, and logistical barriers to accessing veterinary care, including seniors, working families, and those who live in underserved or remote areas with few or no veterinarians.” – [\*\*ASPCA\*\*](https://www.aspca.org/)

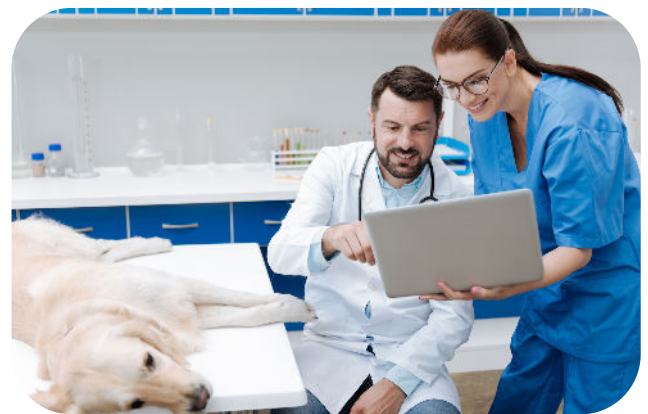
# Preference for Cloud-Based Software Solutions

Just like digital technology enhances your veterinary portfolio by offering the possibility of remote care, cloud-based software gives you and your staff an edge, enabling you to **work from any device, anywhere, anytime.**



As we witnessed during the COVID-19 pandemic, it's no longer a question of paper vs. software.

The pandemic was a pivotal period for everyone, and veterinary practices and practice management software were no exception. With shelters emptying and pet owners becoming increasingly attentive to their pets, there was a significant shift from paper-based and on-premise systems to cloud-based solutions.



The flexibility of cloud-based software proved invaluable, allowing staff to operate from laptops, tablets, and even mobile phones, while clinics and practices were closed and travel was prohibited.

Even more traditional-minded veterinarians quickly understood that software was, hands down, the most efficient way to run a practice smoothly by removing stacks of paper files, streamlining processes and workflows, and eliminating hours of manual tasks along the way.



# Preference for Cloud-Based Software Solutions

The current debate is which is better: **cloud-based** or **on-premise PIMS**?

While every practice will have different needs, the right software will work for you and your staff, removing pain points and giving you back precious time to spend with your patients, increase training, and boost your practice.

At **DaySmart Vet**, we work closely with veterinarians and listen to their needs to develop modern, intuitive tools that streamline operations and enhance patient care, and empower them to make an impact.



This valuable feedback reveals on-premise PIMS to be somewhat of a ticking time bomb:

## On-Premise Pains

- ☛ Limited features and functionality
- ☛ Unreliable servers
- ☛ Restricted accessibility
- ☛ Reduced enhancements and integrations



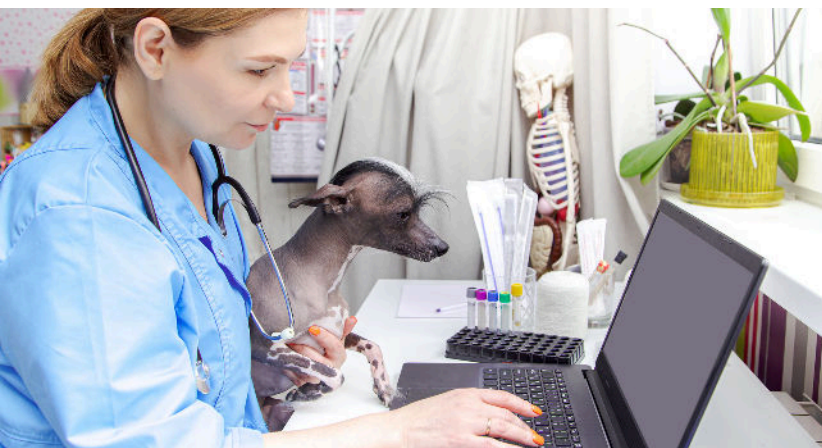


# Preference for Cloud-Based Software Solutions

In a stark contrast, the multiple advantages of cloud-based PIMS are evident:

## Cloud Gains

- ☛ Top industry features
- ☛ Ease of updates
- ☛ 24/7 access from anywhere
- ☛ Endless integration possibilities
- ☛ Improved resource management



## DaySmart Tip

Still undecided? Take a look at our guide to **Evaluating Cloud-Based Software for Vets** to see what you're missing.

It makes sense, that cloud-based software is fast becoming the favorite solution among veterinary professionals. Not only does it manage your day to day; it offers peace of mind, is easy to operate, and stores everything you need securely in a single place, while guaranteeing access to important patient data 24/7, no matter your location.

# Assuring a Top-Notch Customer Experience



The global pandemic really took its toll on human interaction. Isolation, face masks, and sanitizing gel at every turn had everyone on edge and feeling apathetic.

Fortunately, life resumed (almost) as normal, and we should be focusing on rebuilding those interpersonal relationships with our clients. In doing so, **your practice can become a point of reference in quality care and service.**



Providing a stellar experience has nothing to do with the old adage, *"The customer is always right!"* Instead, it's about creating a positive environment that puts customers and animals at ease and keeps them coming back to your practice.



## DaySmart Tip

Is marketing your practice not your strong point? Take a look at our **Marketing 101 Kit** for everything you need to boost your practice's visibility.

[daysmart.com/vet](https://daysmart.com/vet)

# Assuring a Top-Notch Customer Experience

**Focused marketing** will also prove popular next year in the veterinary industry. This can be as simple as personalizing your communications to include your customers' (and their pets') names to show you care and make them feel appreciated. For example, when you wish them happy holidays or send a reminder about an upcoming visit.

These little actions mean a lot to pet owners, which in turn strengthens their loyalty to your practice.



## DaySmart Tip

Bridge the gap further by **sending a pet birthday note**—after all, you have all this data in your system.

Take it up a level with tailored wellness plans and loyalty programs. Such initiatives ensure adequate animal care while securing future business for your practice. Effective ideas include [developing tiered incentive programs or providing discounts for routine checkups](#).



## DaySmart Tip

If you're looking for ways to lower wait times and boost your customer experience, make sure to watch our workshop on [\*\*Keeping Clients Happy Inside and Outside the Waiting Room.\*\*](#)

### In your vet office, about how long are clients spending in your waiting room?

Please select one:

- ☐ 0 - 5 Minutes
- ☐ 5 - 10 Minutes
- ☐ 10 - 20 Minutes
- ☐ 20+ Minutes

## Why This Matters

Good Customer Experience + Shorter Wait Times  
= Happy Clients



Good Reviews



Free Promo

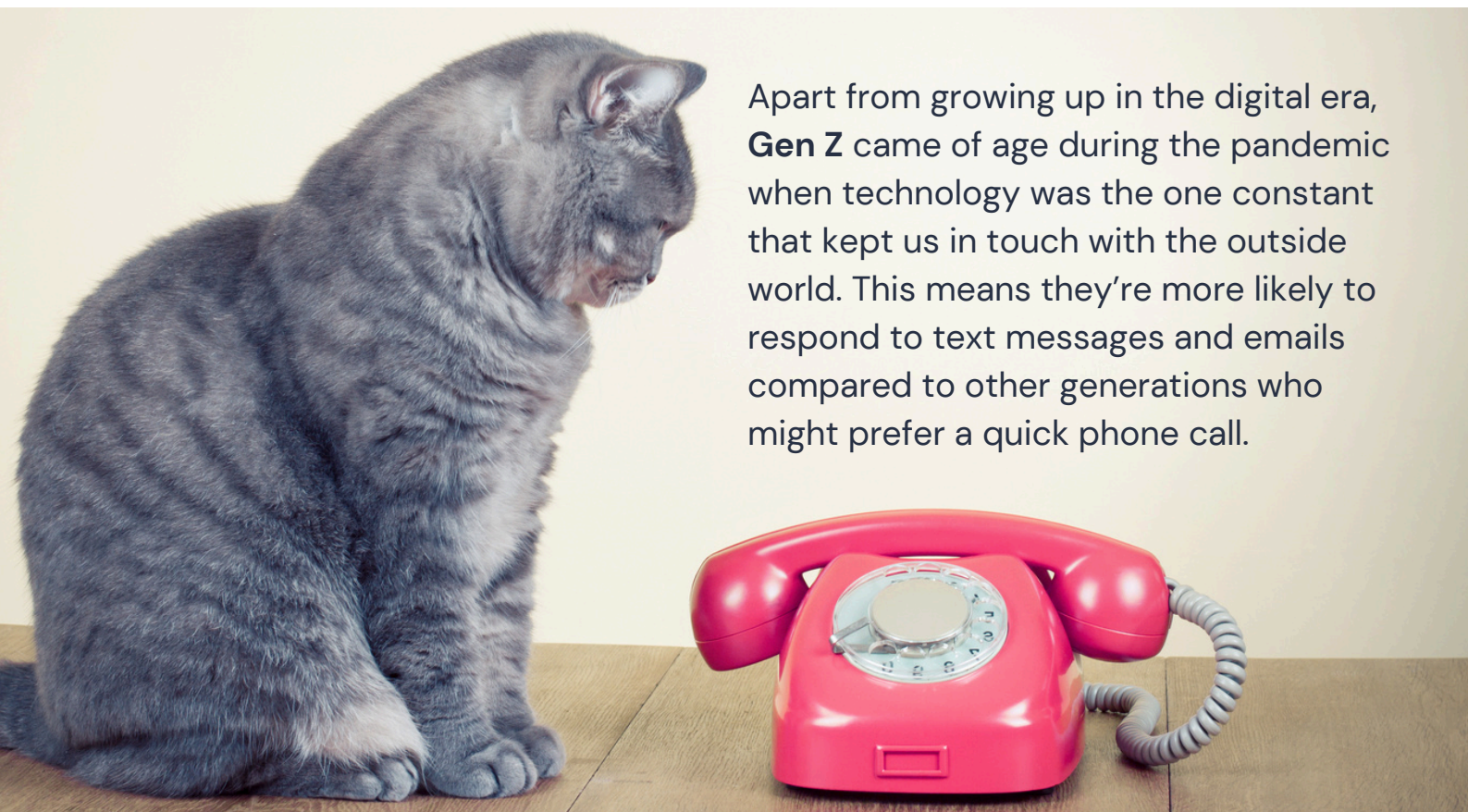


Loyalty



# Assuring a Top-Notch Customer Experience

An easy trick that delivers top results is to **segment your marketing efforts** for more effective targeting.

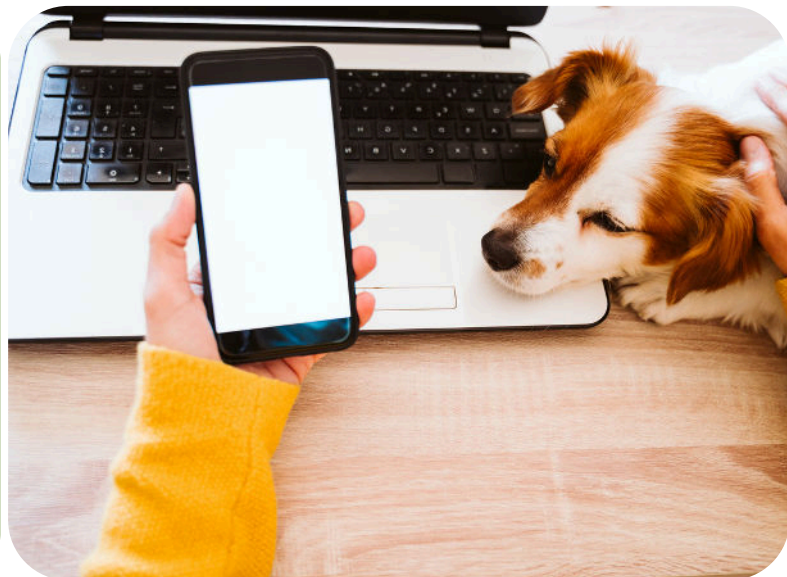


Apart from growing up in the digital era, **Gen Z** came of age during the pandemic when technology was the one constant that kept us in touch with the outside world. This means they're more likely to respond to text messages and emails compared to other generations who might prefer a quick phone call.



## DaySmart Tip

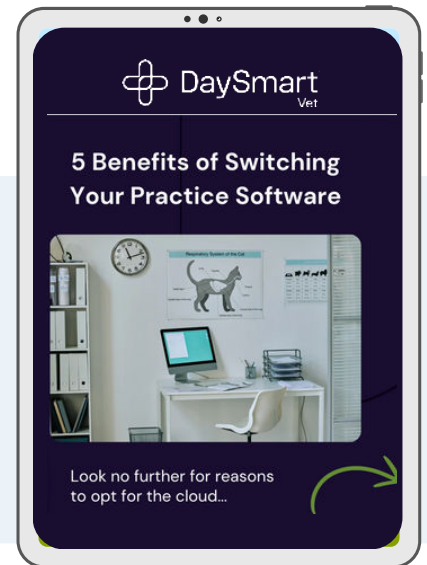
AI is everywhere. Why not **use it to brainstorm new marketing ideas** to engage your clients and build your reputation in the local community? It could help improve your strategy and suggest tips you hadn't thought of.



# Assuring a Top-Notch Customer Experience

We've seen that younger generations tend to spend more on their animals. They're also the most active age group online, so it pays to **invest in a social media strategy to consistently grow your online presence** and engage with them where they're most likely to be.

**Make a point not to use your channels to drive sales, or at least not primarily.** Focus on establishing your brand, building trust and authority with tips and advice, and expanding your client base organically.



## Social Proof

User-generated content is the most authentic way to grow your reputation. Testimonials, 5-star reviews, photos... anything goes. Just make sure you have permission before posting.



## Health Tips

Share pet care advice to keep animals healthy at home.

## Announcements

Closing early for the holidays? Vaccination season approaching? Keep followers up to date with the latest news.



# The Integration of Wearable Technology

Smart technology has been around for much longer than we realize, with [Agenda Life Sciences](#), reporting that today's health trackers all stem from the humble pedometer; the first portable wearable health technology.



It's already been 15 years since the first Fitbit Tracker was released in 2009. With new wearable health monitoring devices continuing to emerge on the market and becoming more sophisticated, comfortable, and intelligent, it was only a matter of time until they were **adopted into the animal world.**

**Wearable technology is already shaping pet health trends**, saving both vets and owners time by monitoring and transmitting real-time health data. It offers a wealth of flexibility and convenience since routine check-ups, follow-ups, and chronic condition management can all be carried out remotely from the comfort of the animal's home, if needed.

In fact, **wearable tech gadgets for animals are slated to become much more common** in the next few years, promoting a more proactive approach to pet care instead of a [reactive health-care system](#). This allows health changes and diseases to be detected as they occur, so treatment can be applied sooner, improving the quality of life for all animals.

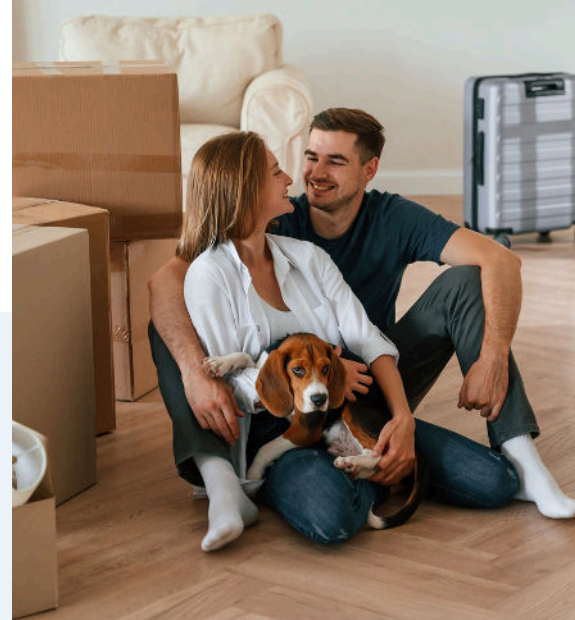




# The Increasing Humanization of Pets

A trend that is not new, but is **set to continue to grow exponentially, is the humanization of pets.**

Research shows 62% of pet owners are Millennials or Gen Z, and spend more on their pets compared to older generations.



Younger generations also take a more proactive approach to pet care, with 31% purchasing pet insurance compared to 8% of older generations.



Add a steady increase in human illnesses such as heart disease and diabetes, combined with a more sedentary lifestyle, and you see a growing realization of the need to protect our health and well-being.

This “well-being awakening,” combined with declining birth rates and pet ownership on the rise, has led to pet owners prioritizing their animals, viewing them more as family members than ever before. With this comes an increase in spending behaviors on items like food and supplements in an effort to provide better care for their aging pets.



# The Increasing Humanization of Pets



A recent report found the **US pet supplement market has experienced significant growth**, with sales exceeding \$2.7 billion. Products for dogs dominate the market, making up **77% of sales**, followed by cat supplements at **21%**.



The main areas these products claim to target include anxiety, mobility, cognition, and skin and coat health.

In parallel with recent trends flooding social platforms, owners are showing increasing concern over obesity and aging in their pets, as well as a keen interest in CBD products, which have not yet received regulatory approval by the FDA.



## DaySmart Tip

Whether you are open to offering alternative health remedies at your practice or not, **it's important to stay informed of current trends**, if only to maintain a competitive advantage over other practices in your area and to be better prepared if clients ask for your opinion.





# We hope you enjoyed our report!

Discover how you can streamline your day-to-day, lighten the load for staff, and improve the overall experience at your practice for clients and patients.

[Schedule a Demo](#)



## Sources

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