



NORTH AMERICAN PET HEALTH
INSURANCE ASSOCIATION

STATE OF THE INDUSTRY REPORT

2025 HIGHLIGHTS



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The 2025 NAPHIA State of the Industry Report

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HIGHLIGHTS

Key North American Benchmarks




Key North American Benchmarks

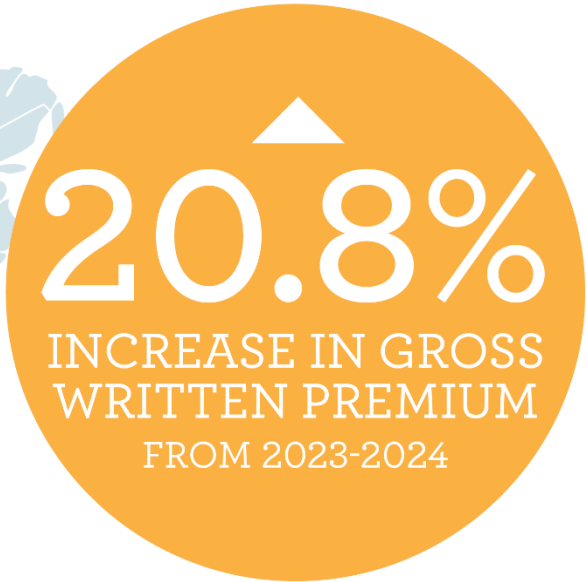




INDUSTRY SIZE
\$5.2B*
GROSS WRITTEN
PREMIUM

* Shown in USD



7.03M
PETS INSURED



20.8%
INCREASE IN GROSS
WRITTEN PREMIUM
FROM 2023-2024



Pet Insurance Market (U.S.)



DOGS

5.46%

PENETRATION RATE

163.5
MILLION PETS
(IN U.S.)**3.92%**
PENETRATION
RATE

CATS

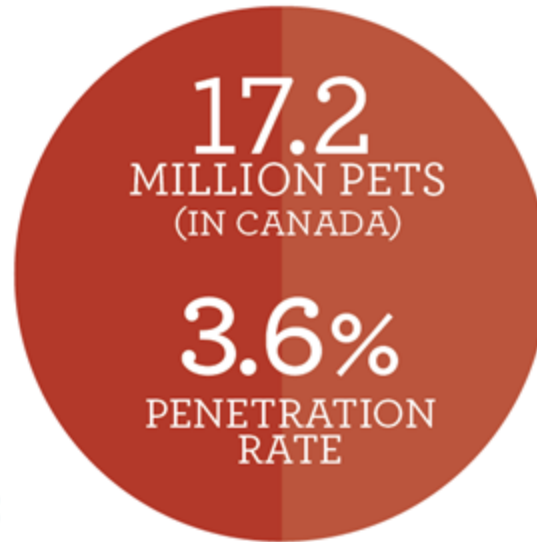
2.04%

PENETRATION RATE

There were approximately 89.7 million dogs
and 73.8 million cats owned in the U.S.

(Source, American Veterinary Medical Association (AMVA) Pet Owner Survey 2024)

Pet Insurance Market (Canada)



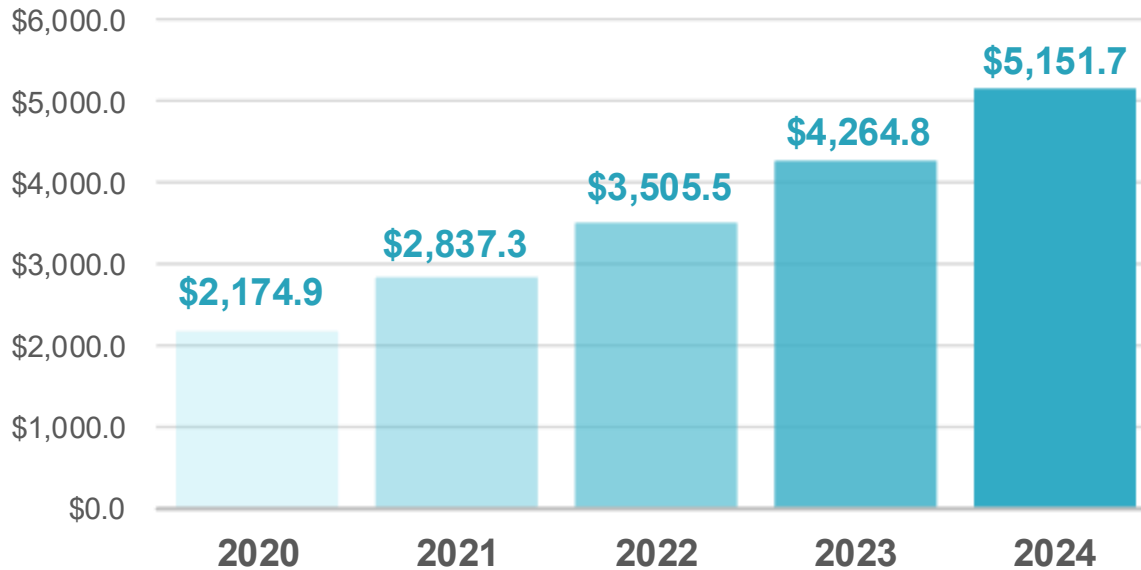
There were approximately 8.3 million dogs
and 8.9 million cats owned in Canada

(Source, Statistics Canada, 2024)

Key North American Benchmarks



In-Force GWP (North America) (USD in millions)



YEAR-OVER-YEAR VARIANCE

- 20.8% increase from 2023 to 2024
- 21.7% increase from 2022 to 2023
- 23.5% increase from 2021 to 2022
- 30.5% increase from 2020 to 2021
- 26.8% increase from 2019 to 2020

SECTION #1

Introduction and Methodology



Introduction and Methodology

The North American Pet Health Insurance Association (NAPHIA) is pleased to present the 2025 NAPHIA State of the Industry Report (SOI Report). NAPHIA State of the Industry data is estimated to represent approximately 99% of the written pet health insurance premium in the U.S. and Canada.

The objective of the SOI Report is to provide a thorough understanding of the size of the North American Pet Health Insurance industry and monitor its performance and growth in key areas. The SOI Report also aims to provide participants with a comprehensive and credible benchmarking tool.

The following products are monitored in the NAPHIA SOI Report:

- **Accident Only:** Foreign body ingestion, lacerations, motor vehicle accident, ligament tears, poisoning, etc.
- **Accident & Illness:** Accident benefits plus illnesses such as cancer, infections, digestive problems, etc.
- **Insurance with Embedded Wellness:** Comprehensive plans that may include vaccinations, early screening diagnostics, consultations for proper nutrition, dental care, etc.
- **Endorsements:** Riders such as wellness or cancer endorsements

Each year, NAPHIA conducts an industry-wide survey and gathers key publicly available information about the marketplace. This data is then aggregated and analyzed to produce a set of established benchmarks and statistics which are incorporated into our NAPHIA SOI Report.

Certain reported information is based solely on data provided by NAPHIA members. However, not all of the information in the SOI Report relates to pets enrolled by NAPHIA members. For that information, we rely on publicly-available data, and, where necessary, we make assumptions that we consider reasonable.

The data in this SOI Report is compiled by Willis Towers Watson, an independent third-party organization that manages the collection and compilation of the survey data. The data is reviewed in detail and reasonableness tests are conducted to ensure that the data is reported accurately. Follow-ups with participants are also conducted to validate certain findings.

DISCLAIMER: NAPHIA and Willis Towers Watson assume no liability of any kind regarding the information contained in the SOI Report, or the accuracy of the information received during the scope of the research. **The information in this SOI Report does not constitute investment, legal, accounting, or tax advice.**

Aggregate Results Compiled

- ▶ “In-Force data” is based on End-of-Year (EOY) results as at December 31, 2024, as submitted in the survey questionnaire/data call and supplemented by data from publicly-available sources. In-Force GWP and Total Insured Pets data are as at December 31, 2024.

Unless otherwise indicated, all dollar amounts in this report are expressed in the country’s currency from 2020 to 2024



= USD



= CAD

SECTION #2

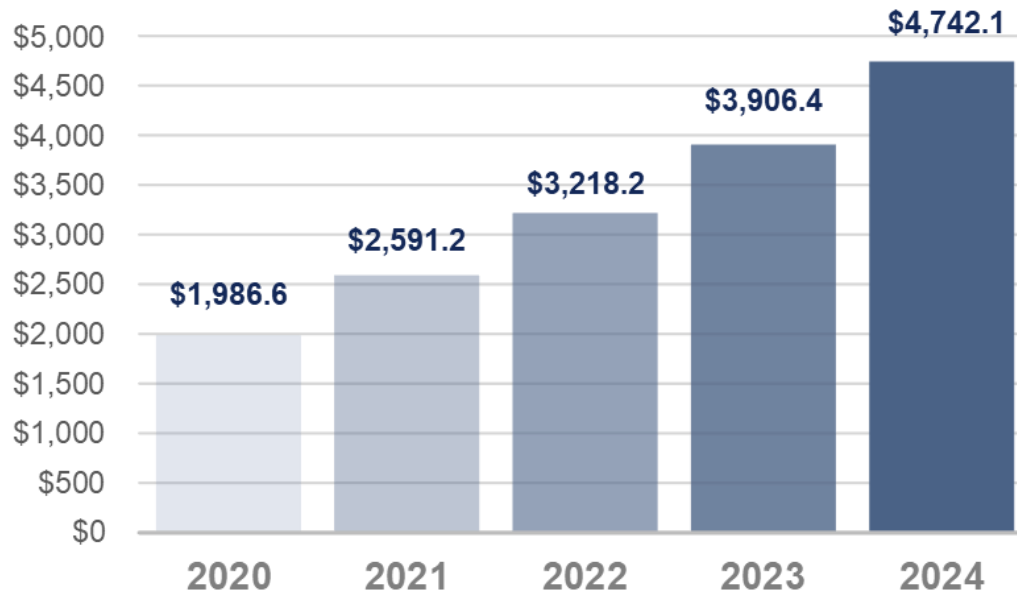
Gross Written Premium





In-Force GWP (U.S.)

(USD in millions)



YEAR-OVER-YEAR VARIANCE

21.4% increase from 2023 to 2024

21.4% increase from 2022 to 2023

24.2% increase from 2021 to 2022

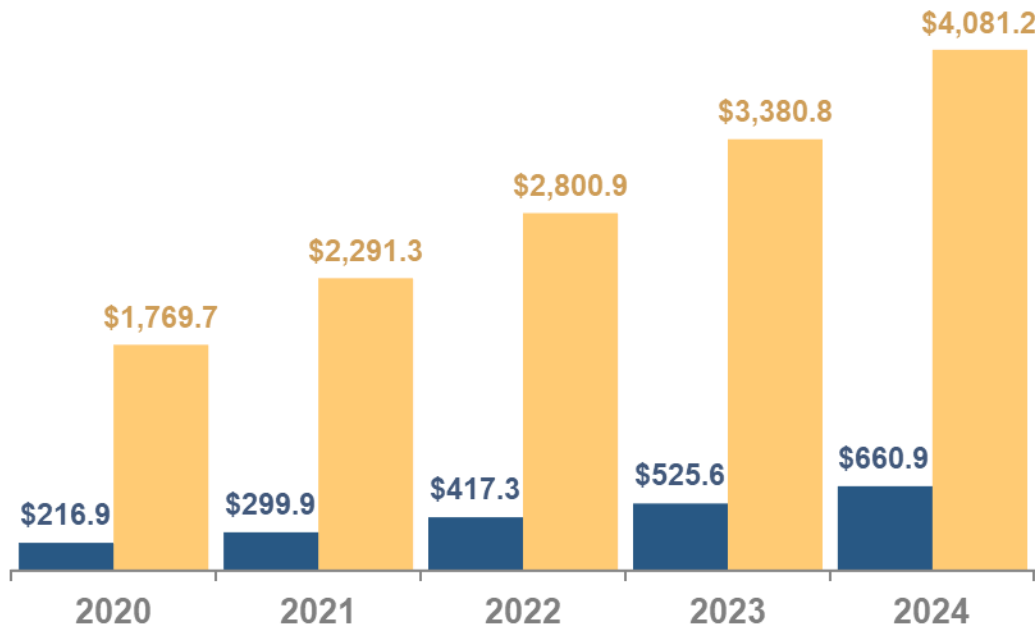
30.4% increase from 2020 to 2021

- ▶ The total premium volume in the U.S., as reported by NAPHIA members and public sources, amounted to about \$4.7 billion at year-end 2024.
- ▶ The U.S. market continues to experience double-digit increases; however, the growth has slowed the past 2 years and remained steady in 2024 with a YoY variance of 21.4%.
- ▶ The 5-year average growth is 25%.



In-Force GWP, Dogs and Cats (U.S.)

(USD in millions)



YEAR-OVER-YEAR VARIANCE

DOGS

- 20.7% increase from 2023 to 2024
- 20.7% increase from 2022 to 2023
- 22.2% increase from 2021 to 2022
- 29.5% increase from 2020 to 2021

CATS

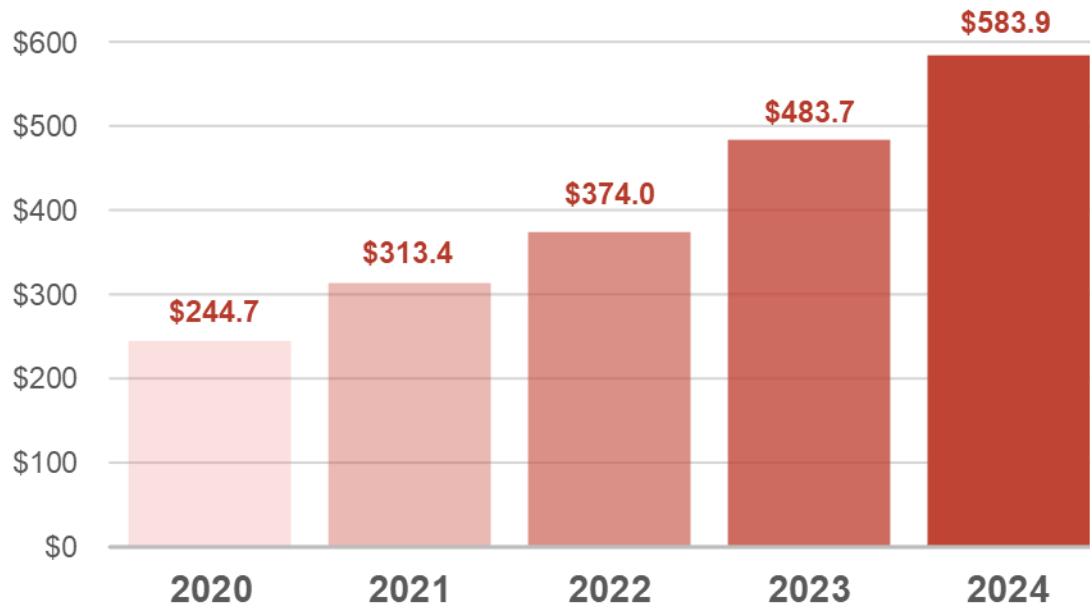
- 25.7% increase from 2023 to 2024
- 26.0% increase from 2022 to 2023
- 39.1% increase from 2021 to 2022
- 38.3% increase from 2020 to 2021

- ▶ GWP for insured dogs represented 86.1% of the total U.S. volume in 2024
- ▶ GWP for insured cats represented 13.9% of the total U.S. volume in 2024



In-Force GWP (Canada)

(CAD in millions)



YEAR-OVER-YEAR VARIANCE

20.7% increase from 2023 to 2024

29.3% increase from 2022 to 2023

19.3% increase from 2021 to 2022

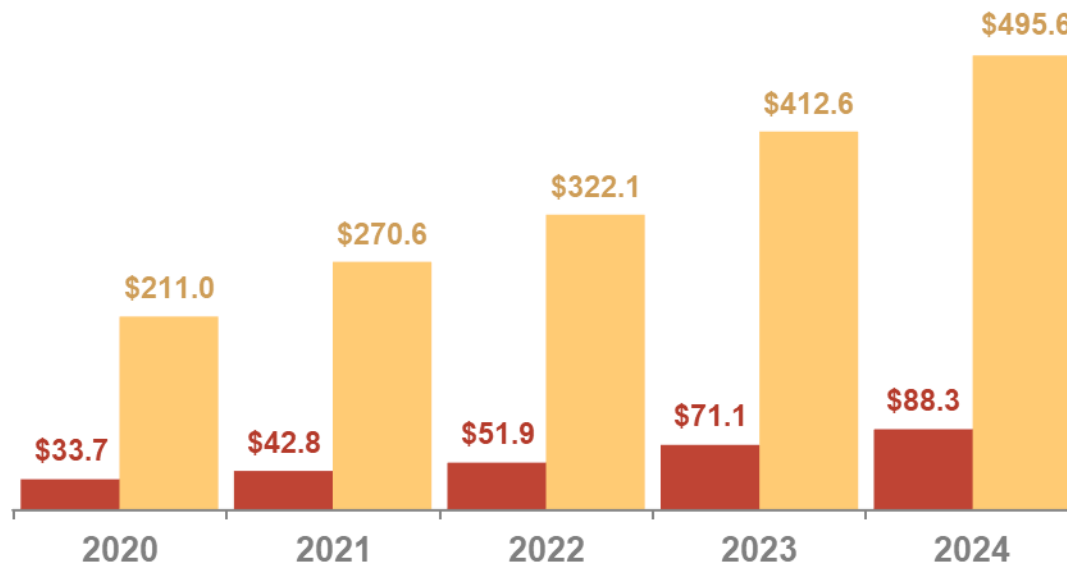
28.1% increase from 2020 to 2021

- ▶ The total premium volume in Canada, as reported by NAPHIA and publicly available documents, amounted to \$583.9 million at year-end 2024 (Canadian currency), an increase of 20.7%, reaching near the lowest growth rate since the start of the pandemic.
- ▶ The Canadian 5-year average annual growth rate was 24.4%, slightly below the U.S. average annual growth rate of 25%.



In-Force GWP, Dogs and Cats (Canada)

(CAD in millions)



YEAR-OVER-YEAR VARIANCE

DOGS

- 20.1% increase from 2023 to 2024
- 28.1% increase from 2022 to 2023
- 19.0% increase from 2021 to 2022
- 28.3% increase from 2020 to 2021

CATS

- 24.2% increase from 2023 to 2024
- 37.0% increase from 2022 to 2023
- 21.3% increase from 2021 to 2022
- 26.9% increase from 2020 to 2021

- ▶ Insured dogs represented approximately 84.9% of In-Force GWP in 2024, for a total of \$495.6 million (Canadian currency)
- ▶ GWP for insured cats continues to experience higher year over year growth than insured dogs, representing approximately 15.1% of In-Force GWP in 2024

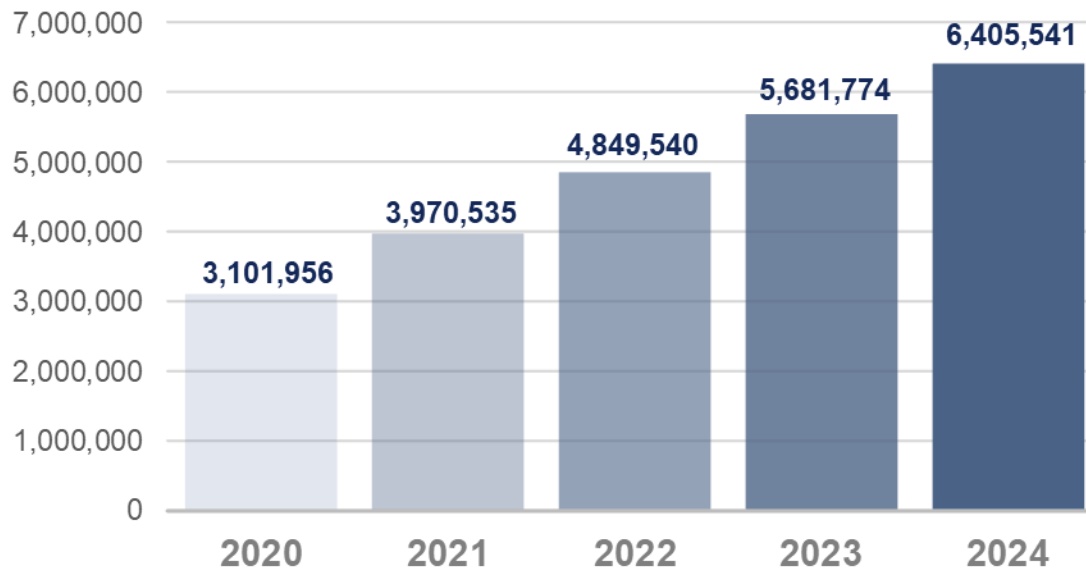
SECTION #3

Number of Pets





Total Insured Pets (U.S.)



YEAR-OVER-YEAR VARIANCE

Total Insured Pets % increase

- 12.7% increase from 2023 to 2024
- 17.2% increase from 2022 to 2023
- 22.1% increase from 2021 to 2022
- 28.0% increase from 2020 to 2021

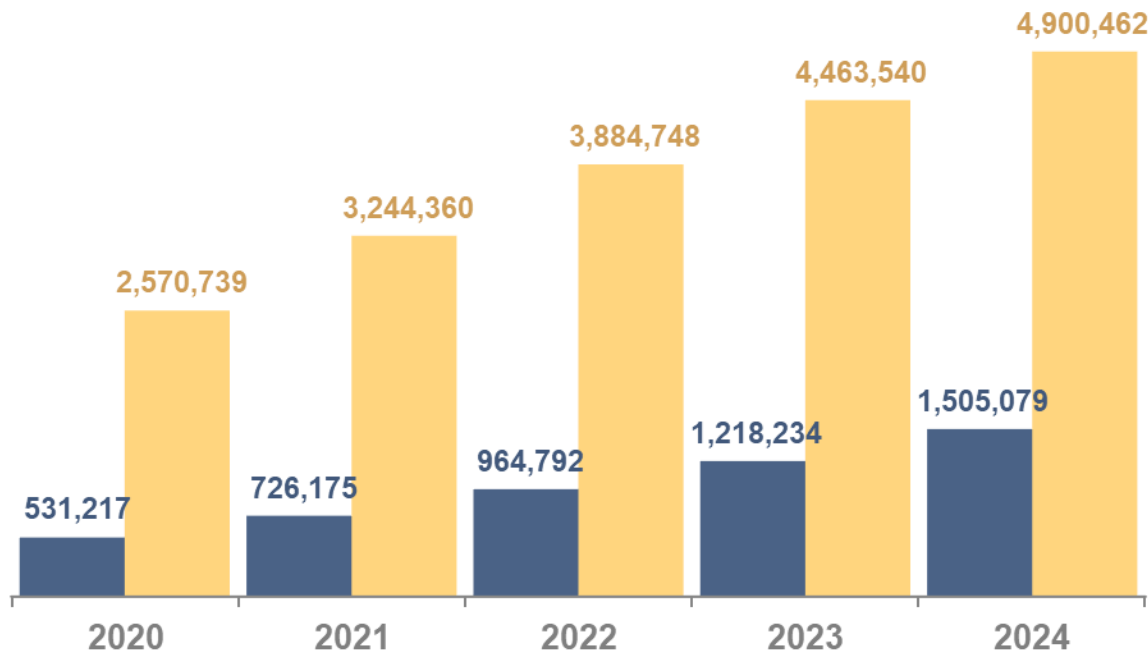
In-Force GWP % increase

- 21.4% increase from 2023 to 2024
- 21.4% increase from 2022 to 2023
- 24.2% increase from 2021 to 2022
- 30.4% increase from 2020 to 2021

- ▶ Results for 2024 show a 12.7% increase in Total Insured Pets in the U.S., below the average annual growth rate since 2020 (20.0%).
- ▶ In-Force GWP growth continues to outpace the Total Insured Pets growth.



Total Insured Dogs and Cats (U.S.)



YEAR-OVER-YEAR VARIANCE

DOGS

- 9.8% increase from 2023 to 2024
- 14.9% increase from 2022 to 2023
- 19.7% increase from 2021 to 2022
- 26.2% increase from 2020 to 2021

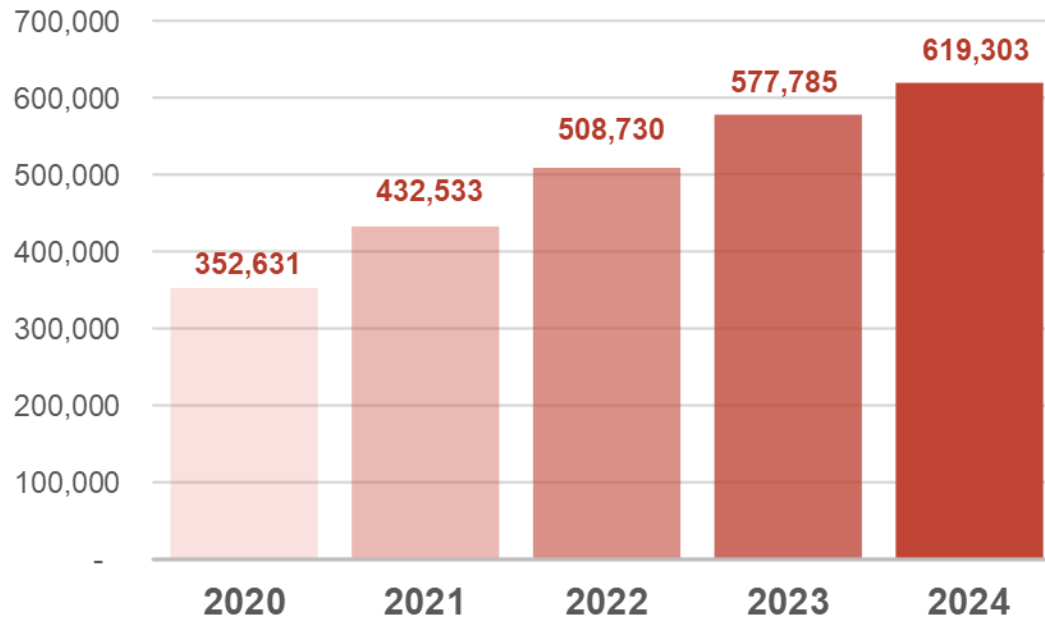
CATS

- 23.5% increase from 2023 to 2024
- 26.3% increase from 2022 to 2023
- 32.9% increase from 2021 to 2022
- 36.7% increase from 2020 to 2021

- ▶ Dogs make up the majority of insured pets in the United States, with 75.6% of insured dogs and 23.5% of insured cats, representing a change from the previous year (78.6% / 21.4%)
- ▶ Insured cats' market share has been increasing YoY since 2020 (17.1% in 2020, 18.3% in 2021, 19.9% in 2022 and 21.4% in 2023 and 23.5% in 2024)



Total Insured Pets (Canada)



YEAR-OVER-YEAR VARIANCE

Total Insured Pets % increase

7.2% increase from 2023 to 2024

13.6% increase from 2022 to 2023

17.6% increase from 2021 to 2022

22.7% increase from 2020 to 2021

In-Force GWP % increase

20.7% increase from 2023 to 2024

29.3% increase from 2022 to 2023

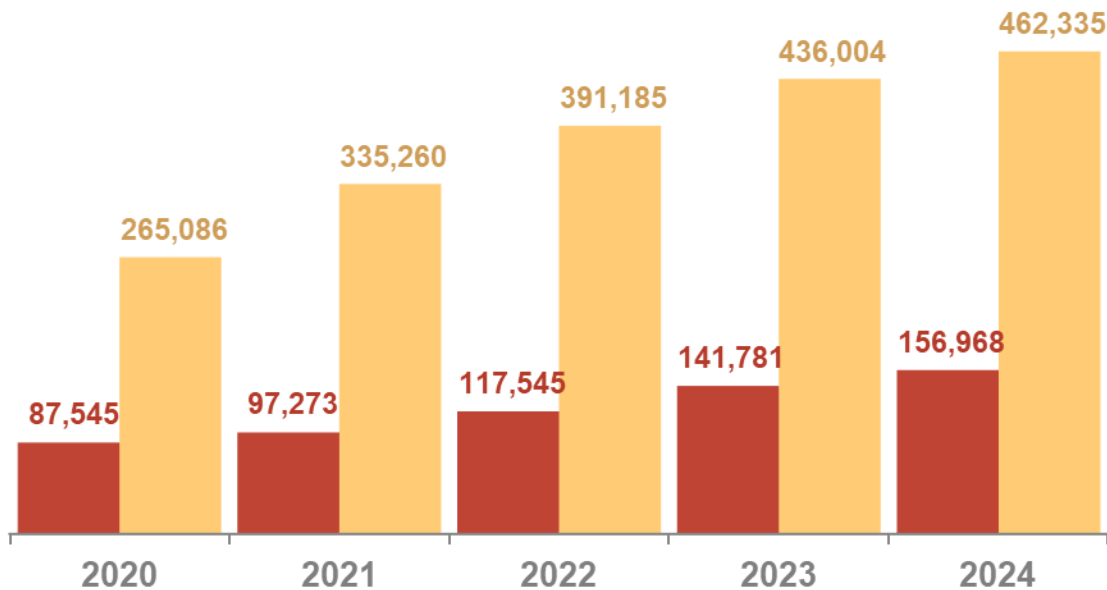
19.3% increase from 2021 to 2022

28.1% increase from 2020 to 2021

- ▶ Results for 2024 show a growth of 7.2% in Total Insured Pets in Canada
- ▶ The annual growth rate of Insured Pets in Canada since 2020 is 15.3%



Total Insured Dogs and Cats (Canada)



YEAR-OVER-YEAR VARIANCE

DOGS

- 6.0% increase from 2023 to 2024
- 11.5% increase from 2022 to 2023
- 16.7% increase from 2021 to 2022
- 26.5% increase from 2020 to 2021

CATS

- 10.7% increase from 2023 to 2024
- 20.6% increase from 2022 to 2023
- 20.8% increase from 2021 to 2022
- 11.1% increase from 2020 to 2021

- ▶ Based on the results of the study, dogs make up the majority of insured pets in Canada (74.7% insured dogs vs. 23.3% insured cats)
- ▶ Canada has historically insured a higher proportion of cats than the U.S., however the insured cat proportion in the US was 23.5% in 2024

SECTION #4

Average Annual Premiums



Average Annual Premiums



Average Annual Premium Per Cat, Per Dog (U.S.)

(Weighted Average)

	2020	2021	2022	2023	2024
Insurance with Embedded Wellness					
Cats	\$542.52	\$559.08	\$613.67	\$625.99	\$651.30
(%) variation		3.1%	9.8%	2.0%	4.0%
Dogs	\$991.57	\$1,051.30	\$1,134.29	\$1,263.39	\$1,321.33
(%) variation		6.0%	7.9%	11.4%	4.6%
Accident & Illness					
Cats	\$366.69	\$369.57	\$387.01	\$382.92	\$386.47
(%) variation		0.8%	4.7%	-1.1%	0.9%
Dogs	\$612.65	\$625.15	\$640.04	\$674.98	\$749.29
(%) variation		2.0%	2.4%	5.5%	11.0%
Accident Only					
Cats	\$121.38	\$121.03	\$122.19	\$116.11	\$110.03
(%) variation		-0.3%	1.0%	-5.0%	-5.2%
Dogs	\$184.46	\$192.39	\$200.58	\$204.16	\$193.29
(%) variation		4.3%	4.3%	1.8%	-5.3%



Average Annual Premium Per Cat, Per Dog (Canada)

(Weighted Average)

	2020	2021	2022	2023	2024
Insurance with Embedded Wellness					
Cats	\$947.72	\$957.16	\$1,036.05	\$1,162.21	\$1,229.70
(%) variation		1.0%	8.2%	12.2%	5.8%
Dogs	\$1,689.39	\$1,725.15	\$1,865.66	\$2,117.32	\$2,329.69
(%) variation		2.1%	8.1%	13.5%	10.0%
Accident & Illness					
Cats	\$367.59	\$425.27	\$427.44	\$488.73	\$550.35
(%) variation		15.7%	0.5%	14.3%	12.6%
Dogs	\$782.08	\$796.66	\$813.98	\$940.91	\$1,070.20
(%) variation		1.9%	2.2%	15.6%	13.7%
Accident Only					
Cats	\$164.81	\$188.59	\$197.79	\$211.32	\$221.63
(%) variation		14.4%	4.9%	6.8%	4.9%
Dogs	\$200.85	\$242.23	\$247.69	\$262.73	\$269.57
(%) variation		20.6%	2.3%	6.1%	2.6%

SECTION #5

Pets and GWP Distribution



**U.S.**

Pets and GWP Distribution by State (2024)

TOP 10 STATES	PETS	GWP
California	18.3%	20.2%
New York	7.2%	7.8%
Florida	6.3%	6.4%
Texas	5.5%	5.1%
Pennsylvania	4.6%	4.6%
New Jersey	4.6%	4.9%
Washington	3.6%	3.6%
Massachusetts	3.4%	3.8%
Colorado	3.0%	3.1%
Illinois	2.9%	3.2%

Full table with all U.S. states provided on the following page

**Canada**

Pets and GWP Distribution by Province (2024)

PROVINCES	PETS	GWP
Ontario	36.9%	38.1%
British Columbia	23.0%	25.3%
Alberta	18.2%	17.7%
Quebec	12.9%	11.3%
Manitoba	2.4%	1.9%
Nova Scotia	1.4%	1.1%
Saskatchewan	1.1%	0.9%
Nunavut	0.9%	0.8%
New Brunswick	0.9%	0.8%
Newfoundland & Labrador	0.9%	0.8%
Northwest Territories	0.9%	0.9%
Prince Edward Island	0.4%	0.3%
Yukon	0.1%	0.1%



U.S. Market (Full) Pets and GWP Distribution by State (2024)

STATE	PETS	GWP	STATE	PETS	GWP	STATE	PETS	GWP
California	18.3%	20.2%	Oregon	1.7%	1.6%	Alabama	0.5%	0.4%
New York	7.2%	7.8%	Indiana	1.4%	1.1%	Nebraska	0.5%	0.4%
Florida	6.3%	6.4%	Minnesota	1.4%	1.2%	Hawaii	0.5%	0.5%
Texas	5.5%	5.1%	Nevada	1.3%	1.1%	Rhode Island	0.5%	0.5%
Pennsylvania	4.6%	4.6%	South Carolina	1.3%	1.1%	Oklahoma	0.5%	0.3%
New Jersey	4.6%	4.9%	Wisconsin	1.2%	1.0%	Arkansas	0.4%	0.4%
Washington	3.6%	3.6%	Utah	1.2%	0.9%	Idaho	0.4%	0.4%
Massachusetts	3.4%	3.8%	Tennessee	1.1%	1.0%	Kansas	0.4%	0.4%
Colorado	3.0%	3.1%	Missouri	1.0%	0.8%	District of Columbia	0.4%	0.4%
Illinois	2.9%	3.2%	New Hampshire	0.8%	0.8%	Delaware	0.4%	0.4%
North Carolina	2.6%	2.3%	Maine	0.8%	0.7%	Alaska	0.3%	0.3%
Ohio	2.6%	2.2%	New Mexico	0.7%	0.6%	Mississippi	0.3%	0.2%
Virginia	2.6%	2.6%	West Virginia	0.7%	0.7%	Montana	0.2%	0.2%
Georgia	2.2%	1.9%	Kentucky	0.6%	0.4%	Wyoming	0.2%	0.2%
Maryland	2.1%	2.4%	Louisiana	0.5%	0.4%	South Dakota	0.2%	0.1%
Michigan	2.0%	1.7%	Vermont	0.5%	0.5%	Other: Puerto Rico	0.0%	0.0%
Arizona	1.9%	1.9%	Iowa	0.5%	0.4%			
Connecticut	1.7%	2.1%	North Dakota	0.5%	0.6%			

SECTION #6

Claims





Most Common Medical Conditions Cats & Dogs (2024) – North America

Dogs	Cats
GI / Diarrhea / Vomiting	GI / Diarrhea / Vomiting
Otitis / Ear Infection	Urinary Tract Infection / Kidney / Bladder
Allergies	Other
Skin Conditions (Infections, Allergies, Mass, Dermatitis)	Otitis / Ear Infection
Other	Respiratory
Growth / Mass	Dental Disease
Urinary Tract Infection / Kidney / Bladder	Diabetes
Anxiety / Behavioral Condition / Neuro Issues	Endocrinology (Hyperthyroidism)
Arthritis / Osteoarthritis	Skin Conditions (Infections, Allergies, Mass, Dermatitis)
Musculoskeletal	Anxiety / Behavioral Condition / Neuro Issues
Eye and Vision Disorders	Eye and Vision Disorders
Dental Disease	Arthritis / Osteoarthritis



Top Claims Paid – Dogs (2024) North America

Breed	Sex	Age	Claim Paid Amount	Location	Condition
Mixed Breed (Large)	M	9	\$65,889	Puyallup, WA	Lymphoma
Mixed Breed (Large)	M	2	\$60,549	Palm Beach, FL	Foreign Body
English Bulldog	M	2	\$60,239	Paramus, NJ	Pneumonia
Doberman Pinscher	M	3	\$51,024	Stamford, CT	Transfusion
Golden Retriever	M	5	\$50,337	San Diego, CA	Peritonitis
Mixed Breed (Large)	M	8	\$45,665	Fort Collins, CO	Trauma
Doberman Pinscher	M	4	\$45,442	New Haven, CT	Liver Disorder
English Bulldog	M	5	\$45,111	Tustin, CA	Brachycephalic Syndrome
German Shepherd	M	5	\$44,263	Dublin, CA	Fungal Infection
West Highland White Terrier	F	9	\$43,400	San Mateo, CA	Pancreatitis



Top Claims Paid – Cats (2024) North America

Breed	Sex	Age	Claim Paid Amount	Location	Condition
Domestic Shorthair	M	7	\$99,416	Sugar Land, TX	Lung Condition
Mixed Longhair	F	4	\$32,750	Redwood City, CA	Exploratory Surgery
Mixed	F	4	\$30,085	Mesa, AZ	Cancer
Maine Coon	F	3	\$29,929	Vienna, VA	Foreign Body Ingestion
American Shorthair	F	15	\$24,982	CT	Foreign Object
Maine Coon	M	6	\$24,466	Not Stated	Digestive
Digestive Longhair	F	7	\$22,438	Montclair, NJ	Intestinal Adenocarcinoma
American Shorthair	M	14	\$21,640	CT	Foreign Object
Mixed Domestic Shorthair	M	5	\$21,058	San Diego, CA	Animal Bite Wound
Mixed Domestic Shorthair	M	5	\$20,868	Davis, CA	Liver Mass

The North American Pet Health Insurance Association (NAPHIA) is comprised of the majority of pet health insurance (PHI) organizations operating across Canada and the United States.

As a trade association, NAPHIA's membership works to advance and grow the PHI industry through proactive research, data sharing, benchmarking initiatives, advocacy efforts, strategic partnerships, and collaborating to address challenges, and opportunities. Each year, the industry marks its performance and growth with the release of this NAPHIA State of the Industry Report ©.

Learn more at naphia.org