



10 European pet start-ups to watch in 2018 and beyond

Innovation is crucial for the pet industry. So it is interesting to know something about start-ups that have recently entered the market. Let us have a look at some successful examples of new players on the pet market: ten start-ups that are taking on pet markets across Europe.

Post date
13 Nov 2018



December 2018
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Butternut Box (UK)

Butternut, founded in 2016, is a very different kind of upmarket pet food company. Fresh dog food is made and delivered in boxes to homes across the UK. All the food is cooked to order in weekly batches and tailored to suit the needs of each individual dog. The company has made quality and freshness the brand's distinctive features: 'Putting the food back into dog food' is their motto. Over the past two years, they have raised funds worth €7.1 million (\$8.1 million).

Mascoteros (Spain)

Mascoteros was set up in 2016 and operates in Spain and Portugal. Its e-commerce pet products marketplace comprises 520 brands, 35,000 items and 300 pet shops in Spain. The company's main strengths are its extensive product catalogue, competitive prices and delivery service. In just two years, it has raised funds worth €1.8 million (\$2.07 million).

PawSquad (UK)

Launched in 2015, this company's mission is to improve the delivery of pet healthcare. Over the past few years, PawSquad has built a successful marketplace that connects pet owners to pet care providers (veterinarians, trainers, breeders, nutritionists) over multiple touch points.

The services provided include 'Video Visits', a 24/7 face-to-face video consultation service with certified vets. The company has raised €1.6 million (\$1.8 million).

Tailwise (UK)

Tailwise launched in 2017. Their ambition was to make the process of looking for and purchasing a dog much easier. Today, Tailwise is a platform that matches dog buyers with trusted and responsible dog breeders. The company also provides its users with guidance and assistance when looking for a dog, by vetting breeders, ensuring puppies are healthy and giving future owners a 'No Puppy Farm' guarantee. They raised funding worth €225,000 (\$258,000).

Petbnb (The Netherlands)

Petbnb, founded in 2015, connects dog lovers with dog owners looking for a trusted sitter for their beloved pooch. The platform was inspired by Airbnb and allows its users to find dog day care, house sitters, dog walkers and many other services in areas of the Netherlands. The platform provides services in more than 700 towns around the country and has over 1,000 subscribed sitters.

Dog professionals who subscribe to the platform are promised help with growing their businesses: 24/7 support, tools and useful tips.

Oupet (Finland)

Oupet launched in 2015, offering pet sitting services. Oupet helps pet owners find trusted and qualified pet sitters in Finland whenever they need them. Among its services: boarding, house sitting, drop-in visits, day care, dog walking, and grooming for dogs, cats and other pets. They also offer their users the opportunity to become a pet sitter. All pet sitters are required to go through a verification process before they are approved. The company raised funds worth €50,000 (\$57,000).

Wooldog (Poland)

Wooldog started in 2017, mostly producing handcrafted sweaters and unconventional pet accessories such as wool blankets, jackets and scarves. Its e-shop and Instagram feed feature dogs clothed in wool items that are made individually by the Polish brand's artisans.

Dinbeat (Spain)

Dinbeat was set up in 2016. It developed a wearable device called DinbeatPRO which monitors a pet's health at veterinary facilities. It allows veterinarians to monitor vital organs, giving pets the best, real time, medical assistance. The device saves time and money for veterinarians, helping them to grow their business while improving the quality of a pet's life.

Snau (Spain)

Snau, founded in 2016, is the go-to website for a dog owner's everyday needs. The platform is a vetted marketplace for services such as dog sitting, walking, training and grooming. The young company also offers places for your pet to stay while you are on holiday. They raised funds worth €305,000 (\$350,000).

Felcana (UK)

Felcana was founded in 2016 as a company devoted to pet healthcare. They monitor the health and wellbeing of cats and dogs, using connected devices that track exercise, temperature, eating and drinking habits, and sleeping patterns. The data is collected and analysed in their cloud computing platform, which also produces reports and insights made available for veterinarian experts. They raised about €200,000 (\$230,000) from Innovate UK and from angel investments.