



LOCAL MARKET RESEARCH REPORT

Paws & Polish Pet Salon

Denver, CO · Pet Care and Grooming Salon
June 2026

SAMPLE REPORT · ILLUSTRATIVE DATA



OPPORTUNITY SCORE

SCORE BY ZIP		
80203		79
80209		76
80206		73
80218		69

MARKET SIZE

\$18.4M

▲ +24.1%

DEMAND TREND

Strongly Rising

▲ +38%

TOP ZIP

80203

▲ High Opportunity

Executive Summary

Paws & Polish Pet Salon · Denver, CO



OPPORTUNITY SCORE

79/100

▲ High Opportunity

MARKET SIZE (EST.)

\$18.4M

▲ +24.1%

DEMAND TREND

Strongly Rising

▲ +38%

Key Findings

- ✓ ZIP 80203 scores 79/100 — highest pet household density with limited premium grooming options
- ✓ Pet care spending grew 38% — one of the fastest-growing local service categories in the US
- ✓ PetSmart's 3.9 star rating signals direct customer dissatisfaction and measurable share to take

Score by ZIP Code

80203		79
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REPORT CONTENTS

- › Market Size & Segmentation
- › Competitor Analysis
- › Consumer Analysis
- › Market Gaps
- › 90-Day Action Plan

MARKET SIZING

TOTAL ADDRESSABLE MARKET

\$18.4M

▲ +24.1% vs prior year

SERVICEABLE MARKET

\$4.6M

OBTAINABLE (YR 1)

\$0.9M

\$14.8M



2024

\$16.5M



2025

\$18.4M



2026

COMPETITOR ANALYSIS

BUSINESS	SHARE	RATING	PRICE	SCORE
PetSmart Grooming	34%	3.9★	\$\$	64/100
The Groom Room	22%	4.7★	\$\$\$	82/100
Happy Paws Salon	15%	4.4★	\$\$\$	71/100
Others	29%	—	—	45/100

💡 Your Opening

PetSmart holds 34% share but rates only 3.9 stars — clear dissatisfaction with assembly-line grooming. The Groom Room proves boutique premium positioning works at 4.7 stars. Room for a second quality option in underserved ZIPs.

CUSTOMER SEGMENTS

Millennial Pet Owners 28–40

52%

Treat pets as family, pay premium for quality and personalised service

Established Homeowners 40–60

31%

Value long-standing groomer relationships and consistency

New Pet Owners

17%

Recently acquired pets, establishing routines, highly review-influenced

MARKET GAPS — PRIORITISED

OPPORTUNITY	IMPACT	TIMELINE
Online booking with real-time slots	High	Quick win
Breed-specialist grooming menu	High	Quick win
Puppy introductory package	Medium	3-month
Mobile grooming van option	Medium	6-month

SWOT AT A GLANCE

STRENGTHS

Fastest-growing local service category
PetSmart poor reviews create a direct and measurable opening

WEAKNESSES

No existing customer base or brand recognition
Requires grooming equipment investment up front

OPPORTUNITIES

Online booking absent from most local groomers
Millennial pet owner spending growing 40% year on year

THREATS

PetSmart price promotions could undercut on cost
New boutique entrants as the market grows

90-Day Growth Action Plan

Prioritised steps to capture your local opportunity



MONTH 1

Foundation

- 1 Set up online booking via Google and website
- 2 Create before-and-after portfolio on Instagram
- 3 Launch New Client Special — 20% off first groom

MONTH 2

Traction

- 1 Target PetSmart reviewers with switch-to-us outreach in target ZIPs
- 2 Launch puppy introduction package — first groom free
- 3 Build breed-specific service menu and pricing

MONTH 3

Growth

- 1 Launch loyalty card — sixth groom free
- 2 Target high-density apartment buildings in 80203 and 80209
- 3 Partner with local vet practices for cross-referrals

Ready to get started?

This report was built using live local data for Denver, CO. To get a full report customised to your business, your category, and your ZIPs — visit veduta.dev or find Veduta on Fiverr.

FULL PACK

\$249

All 6 modules