

# **Smart Connected Pet Collar Market by Pet Type (Cat and Dog) and Sales Channel (Offline and Online): Global Opportunity Analysis and Industry Forecast, 2019–2026**

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## **Abstracts**

Smart connected pet collars are designed to monitor the temperature, heart rate, position, and location of pets through the means of wireless communication. These collars aids in monitoring of health of dogs and cats via mobile application. Smart pet collars are equipped with wireless tracking instruments, and tracks the pet's vital health parameters including but not limited to temperature, heart rate, and so on.

The key factors that drive the growth of the smart connected pet collar market include increase in expenditure on pet products, rise in cases of pets getting lost, continuous monitoring and tracking of pets health, and ease of convenience for using smart collars. However, factors such as increase in allergy of pets and high cost as compared to its counterparts are expected to impede the market growth. Furthermore, novel innovations in aesthetics have gained huge traction in the recent years, which in turn are anticipated to create lucrative opportunities for the market expansion in the upcoming years.

The global smart connected pet collar market is segmented on the basis of pet type, sales channel, and region. Depending on pet type, the market is bifurcated into cat and dog. Based on sales channel, the global market is studied across offline and online channels. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA

Some of the key players operating in the smart connected pet collar market analysis include FitBark, Radio Systems Corporation, Tractive, PetPace, Eureka Technology Partners, LLC, Scollar, Wagz, Inc., KYON, Whistle Labs Inc., Fi.

## Smart Connected Pet Collar Market Segments

### By Pet Type

Cat

Dog

### By Sales Channel

Offline

Online

### By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Rest of Europe

## Asia-pacific

China

Japan

Australia

Rest of Asia-Pacific

## LAMEA

Latin America

Middle East

Africa

## Key Market Players

FitBark

Radio Systems Corporation

Tractive

PetPace

Eureka Technology Partners, LLC

Scollar

Wagz, Inc.

KYON

Whistle Labs Inc

Fi

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