

Interactive Pet Monitors Market - Global Outlook and Forecast 2017-2022

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Abstracts

The global interactive pet monitors market is expected to cross \$128 million by 2022. The market is expected to grow at a CAGR of 40.8% and 50.2% in terms of revenue and volume, respectively, during the forecast period 2016?2022. The revenue is expected to increase during the forecast period due to rising awareness, improving internet connectivity and smartphone penetration, growing working population, and increasing demand from the millennial generation. Further, innovations in interactive pet monitors would boost investors' confidence in the market, and the market will witness an increase in the VC funding during the forecast period. Monitoring devices with integrated food dispenser would pick up the pace and will be the largest market both in terms of sales volume and revenue. North America region will be the dominant region both in terms of revenue and shipment followed by Europe.

Report Timeline

Base Year: 2016

Forecast Year: 2017?2022

Major vendors profiled in the report are as following:

Petcube

Motorola Mobility

Reolink

Other vendors in the market include Tomofun, Petzila, iBaby Labs, CleverPet, Shanghai PETKIT, Feed and Go, Anser Innovation, and Pawbo.

SCOPE OF THE REPORT

The report considers the present scenario of the global interactive pet monitors market and its strategic assessment for the period 2017–2022. It includes a detailed study of growth drivers, trends, and restraints. The report also profiles the leading vendors in the market and other key vendors.

To arrive at the market size, the study considered the global population of households has one or more pets, and it only takes companion pets i.e. dogs and cats into consideration. The report provides the analysis of the key segments of the market by product type, distribution channels, geography, country, and vendors. It provides a detailed analysis of revenue from various segments:

Product Type

- Stand-alone monitoring devices

- Monitoring Devices with Integrated food dispensers

Technology Type

- Mobile monitoring devices

- Stationary monitoring devices

Major Geography

- APAC

- Europe

- North America

RoW

Key Countries

Australia

Canada

China

Germany

UK

US

Interactive pet monitors are devices used by pet owners to monitor their pets and ensure their safety in their absence. These monitors enable owners to track the activities of their pets when they are away from their homes. Some of the devices have a food dispensing feature. With the help of these devices, owners do not require to worry whether their pets have eaten or not as they can feed them at any point in time through these devices.

The global interactive pet monitors market is expected to grow at a CAGR of 40.8% and 50.2% in terms of revenue and volume, respectively, during the forecast period 2016-2022. The sales picked up from just 81.02 thousand units in 2016 because of low awareness and high ASP of devices in the beginning. However, the sales are expected to increase to more than a million by 2022.

The report provides a holistic view of the global interactive pet monitors market, the companies involved in the market, and the factors driving its growth. It also provides information about some of the latest trends that are likely to become strong market driving forces over the next five years. This report also provides the Porter's Five Forces analysis along with a description of each force and its impact on the market. Further, the report also provides complete value chain analysis of the global pet monitoring market.

Interactive Pet Monitors: Market Dynamics

High likelihood to use technology for tracking pets

Rise in inclination to adopt pets as companion, high likelihood to use technology for tracking pets, and increase in user-friendly technology and easy-to-setup devices are the major factors that are likely to drive the interactive pet monitors market during the forecast period. Additionally, use of crowdsourcing techniques to launch products in market, positive influence of pets on human health, and high smartphone penetration in major markets are among the other factors that are likely to drive the market. The report also discusses the emerging trends that are going to shape the interactive pet monitors market during the forecast period. Increased tendency among pet owners to treat pets as part of family, high expenditure on pets' diet in developed countries, ability of vendors to increase marketing budgets, and push for digital economy in developing economies are among the latest trends that are expected to push the market during the forecast period.

Interactive Pet Monitors Market: Segmental Overview

Monitoring devices with integrated food dispenser will surpass stand-alone devices

The stand-alone monitoring devices segment held 52.06% of the volume sales in the global interactive pet monitors market in 2016 and accounted as the largest segment. However, the market is likely to witness a major shift in this segment, and the monitoring devices with integrated food dispenser will surpass the stand-alone devices in 2022. Food integrated devices will constitute more than 73% of the global sales volume. Also, in terms of revenue, food integrated devices will be a dominant segment. The ASP of interactive pet monitors devices is expected to decline during the forecast period because of high demand.

Interactive Pet Monitors Market: Geographical Analysis

North America to remain the dominant market

Globally, North America is the largest market for pet care, and the interactive pet monitors market is growing rapidly. This will fuel the demand for interactive pet monitors in the region coupled with the rise in adoption of pets in the region. Europe, led by the UK and Germany, will continue to be the second largest market. The market in APAC is characterized by demand for low-cost products. Further, there was limited awareness of

interactive pet monitors in the region. However, as the awareness about the devices grows during the forecast period along with the better internet infrastructure and the rise in internet and smartphone penetration, the interactive pet monitors market is likely to witness growth in the adoption of interactive pet monitors in the region.

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