

# **Europe Pet Tech Market Size study, by Type (RFID, GPS, Sensors, Others), by Product (Monitoring Equipment, Tracking Equipment, Entertainment Equipment, Feeding Equipment, Others), by Application (Pet Safety, Pet Healthcare, Pet Owner Convenience, Communication & Entertainment), by End User (Household, Commercial), by Distribution Channel and Country Forecasts 2022-2032**

<https://marketpublishers.com/r/EB0CD28FE627EN.html>

Date: June 2024

Pages: 200

Price: US\$ 3,218.00 (Single User License)

ID: EB0CD28FE627EN

## **Abstracts**

Europe Pet Tech Market is valued at approximately USD 1.89 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 15.01 % over the forecast period 2024-2032. The Europe Pet Tech refers to the technological devices that are used to improve the animal wellbeing, health and safety. The Europe Pet Tech market offers a range of technical innovative products such a pet wearables, smart feeders and water dispensers, pet cameras and monitors, automatic pet toys, pet training devices and more. The adoption of innovative pet tech products is trending in the market. Products such as automative feeding and watering systems, this product allows pet owners to manage their pets feeding remotely and GPS and Location tracking helps the owner to track their pets when they are not at home.

Several factors driving the Europe Pet Tech Market as the pet owners are becoming more conscious of their pet health and well- being which is driving the demand for health monitoring and fitness tracking devices. Increase in disposable income led to economic growth and higher disposable incomes enables consumers to spend more on premium pet tech products. The expansion of online retail platforms increasing the demand of devices and making the purchases convenient for the pet owners. Although

these products involve high cost and compatibility issues with the existing pet care products and tech ecosystems which can be a restraint in this market. There is a limited product range available for certain pets as some products are designed for only dogs and cats with fewer options, this can hinder the growth of the market.

The key countries considered for the Europe Pet Tech market study includes UK, Germany, France, Italy, Spain, and Rest of Europe. Germany is dominating the Europe Pet Tech Market. Germany has the high pet ownership rate which led to higher adoption of pet tech devices. It has an advanced Technological infrastructure and strong economy which supports innovation and establishment of pet tech start-ups. United Kingdom is the fastest growing country in the Europe market as there is a rapid growth in pet ownership and mor purchasing power. UK has the robust e-commerce infrastructure which is facilitating the easy purchase and delivery of pet tech devices.

Major market player included in this report are:

- Felmo
- Baby dog
- My Pet
- Company 4
- Company 5
- Company 6
- Company 7
- Company 8
- Company 9
- Company 10

The detailed segments and sub-segment of the market are explained below:

By Type

RFID

GPS

Sensors

Others

By Product

Monitoring Equipment

Tracking Equipment

Entertainment Equipment

Feeding Equipment  
Others

By Application  
Pet Safety  
Pet Healthcare  
Pet Owner Convenience  
Communication & Entertainment

By End User  
Household  
Commercial

By Distribution Channel  
Online  
Offline

By Region:  
Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and Country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

## Contents

### **CHAPTER 1. EUROPE PET TECH MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 1.1. Research Objective
- 1.2. Market Definition
- 1.3. Research Assumptions
  - 1.3.1. Inclusion & Exclusion
  - 1.3.2. Limitations
  - 1.3.3. Supply Side Analysis
    - 1.3.3.1. Availability
    - 1.3.3.2. Infrastructure
    - 1.3.3.3. Regulatory Environment
    - 1.3.3.4. Market Competition
    - 1.3.3.5. Economic Viability (Consumer's Perspective)
  - 1.3.4. Demand Side Analysis
    - 1.3.4.1. Regulatory frameworks
    - 1.3.4.2. Technological Advancements
    - 1.3.4.3. Environmental Considerations
    - 1.3.4.4. Consumer Awareness & Acceptance
- 1.4. Estimation Methodology
- 1.5. Years Considered for the Study
- 1.6. Currency Conversion Rates

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Europe Pet Tech Market Size & Forecast (2022- 2032)
- 2.2. Regional Summary
- 2.3. Segmental Summary
  - 2.3.1. By Type
  - 2.3.2. By Product
  - 2.3.3. By Application
  - 2.3.4. By End User
  - 2.3.5. By Distribution Channel
- 2.4. Key Trends
- 2.5. Recession Impact
- 2.6. Analyst Recommendation & Conclusion

## **CHAPTER 3. EUROPE PET TECH MARKET DYNAMICS**

- 3.1. Market Drivers
- 3.2. Market Challenges
- 3.3. Market Opportunities

## **CHAPTER 4. EUROPE PET TECH MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
  - 4.1.6. Futuristic Approach to Porter's 5 Force Model
  - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
  - 4.2.5. Environmental
  - 4.2.6. Legal
- 4.3. Top investment opportunity
- 4.4. Top winning strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. EUROPE PET TECH MARKET SIZE & FORECASTS BY TYPE 2022-2032**

- 5.1. RFID
- 5.2. GPS
- 5.3. Sensors
- 5.4. Others

## **CHAPTER 6. EUROPE PET TECH MARKET SIZE & FORECASTS BY PRODUCT 2022-2032**

- 6.1. Monitoring Equipment
- 6.2. Tracking Equipment
- 6.3. Entertainment Equipment
- 6.4. Pet Wearables
- 6.5. Others

## **CHAPTER 7. EUROPE PET TECH MARKET SIZE & FORECASTS BY APPLICATION 2022-2032**

- 7.1. Pet Safety
- 7.2. Pet Healthcare
- 7.3. Pet Owner Convenience
- 7.4. Communication & Entertainment

## **CHAPTER 8. EUROPE PET TECH MARKET SIZE & FORECASTS BY END USER 2022-2032**

- 8.1. Household
- 8.2. Commercial

## **CHAPTER 9. EUROPE PET TECH MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2022-2032**

- 9.1. Online
- 9.2. Offline

## **CHAPTER 10. EUROPE PET TECH MARKET SIZE & FORECASTS BY COUNTRY 2022-2032**

- 10.1. U.K. Pet Tech Market
  - 10.1.1.1. Type breakdown size & forecasts, 2022-2032
  - 10.1.1.2. Product breakdown size & forecasts, 2022-2032
  - 10.1.1.3. Application breakdown size & forecasts, 2022-2032
  - 10.1.1.4. End User breakdown size & forecasts, 2022-2032
  - 10.1.1.5. Distribution Channel breakdown size & forecasts, 2022-2032
- 10.2. Germany Pet Tech Market
- 10.3. France Pet Tech Market
- 10.4. Spain Pet Tech Market

- 10.5. Italy Pet Tech Market
- 10.6. Rest of Europe Pet Tech Market

## **CHAPTER 11. COMPETITIVE INTELLIGENCE**

- 11.1. Key Company SWOT Analysis
  - 11.1.1. Company
  - 11.1.2. Company
  - 11.1.3. Company
- 11.2. Top Market Strategies
- 11.3. Company Profiles
  - 11.3.1. Felmo
    - 11.3.1.1. Key Information
    - 11.3.1.2. Overview
    - 11.3.1.3. Financial (Subject to Data Availability)
    - 11.3.1.4. Product Summary
    - 11.3.1.5. Market Strategies
  - 11.3.2. Baby dog
  - 11.3.3. My Pet
  - 11.3.4. Company
  - 11.3.5. Company
  - 11.3.6. Company
  - 11.3.7. Company
  - 11.3.8. Company
  - 11.3.9. Company
  - 11.3.10. Company

## **CHAPTER 12. RESEARCH PROCESS**

- 12.1. Research Process
  - 12.1.1. Data Mining
  - 12.1.2. Analysis
  - 12.1.3. Market Estimation
  - 12.1.4. Validation
  - 12.1.5. Publishing
- 12.2. Research Attributes

## List Of Tables

### LIST OF TABLES

TABLE 1. Europe Pet Tech market, report scope

TABLE 2. Europe Pet Tech market estimates & forecasts by Country 2022-2032 (USD Billion)

TABLE 3. Europe Pet Tech market estimates & forecasts by Type 2022-2032 (USD Billion)

TABLE 4. Europe Pet Tech market estimates & forecasts by Product 2022-2032 (USD Billion)

TABLE 5. Europe Pet Tech market estimates & forecasts by Application 2022-2032 (USD Billion)

TABLE 6. Europe Pet Tech market estimates & forecasts by End User 2022-2032 (USD Billion)

TABLE 7. Europe Pet Tech market estimates & forecasts by Distribution Channel 2022-2032 (USD Billion)

TABLE 8. Europe Pet Tech market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 9. Europe Pet Tech market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 10. Europe Pet Tech market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 11. Europe Pet Tech market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 12. Europe Pet Tech market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 13. Europe Pet Tech market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 14. Europe Pet Tech market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 15. Europe Pet Tech market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 16. Europe Pet Tech market by segment, estimates & forecasts, 2022-2032 (USD Billion) Europe Pet Tech market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 17. UK Pet Tech market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 18. UK Pet Tech market estimates & forecasts by segment 2022-2032 (USD Billion)



TABLE 19. UK Pet Tech market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 20. Germany Pet Tech market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 21. Germany Pet Tech market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 22. Germany Pet Tech market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 23. France Pet Tech market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 24. France Pet Tech market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 25. France Pet Tech market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 26. Italy Pet Tech market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 27. Italy Pet Tech market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 28. Italy Pet Tech market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 29. Spain Pet Tech market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 30. Spain Pet Tech market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 31. Spain Pet Tech market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 32. RoE Pet Tech market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 33. RoE Pet Tech market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 34. RoE Pet Tech market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 35. List of secondary sources, used in the study of Europe Pet Tech Market.

TABLE 36. List of primary sources, used in the study of Europe Pet Tech Market.

TABLE 37. Years considered for the study.

TABLE 38. Exchange rates considered.

## List Of Figures

### LIST OF FIGURES

- FIG 1. Europe Pet Tech market, research methodology
- FIG 2. Europe Pet Tech market, market estimation techniques
- FIG 3. Europe market size estimates & forecast methods.
- FIG 4. Europe Pet Tech market, key trends 2023
- FIG 5. Europe Pet Tech market, growth prospects 2022-2032
- FIG 6. Europe Pet Tech market, porters 5 force model
- FIG 7. Europe Pet Tech market, pestel analysis
- FIG 8. Europe Pet Tech market, value chain analysis
- FIG 9. Europe Pet Tech market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Europe Pet Tech market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Europe Pet Tech market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Europe Pet Tech market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Europe Pet Tech market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Europe Pet Tech market, Country snapshot 2022 & 2032
- FIG 15. Europe Pet Tech market 2022 & 2032 (USD Billion)
- FIG 16. Europe Pet Tech market, company market share analysis (2023)

## I would like to order

Product name: Europe Pet Tech Market Size study, by Type (RFID, GPS, Sensors, Others), by Product (Monitoring Equipment, Tracking Equipment, Entertainment Equipment, Feeding Equipment, Others), by Application (Pet Safety, Pet Healthcare, Pet Owner Convenience, Communication & Entertainment), by End User (Household, Commercial), by Distribution Channel and Country Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/EB0CD28FE627EN.html>

Price: US\$ 3,218.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EB0CD28FE627EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970