

# **Global 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 Regional Forecasts 2022-2032**

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## **Abstracts**

Global Pet Tech Market is valued at approximately USD 5.9 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 15.21% over the forecast period 2024-2032. Pet Tech is the technology used to improve the health, wellbeing and safety of pets. There are a numerous products available in the market for pet tech such pet wearables, smart feeders and water dispensers, pet cameras and monitors, automatic pet toys, pet training devices and more. These innovations aim to improve pet care by offering more convenient, efficient, and personalized solutions for monitoring pets' health, ensuring their safety, and providing entertainment. The Growing trend of pet awareness across the countries stimulate the Global Pet Tech Market growth. Awareness regarding the importance of pet health accelerate the demand for innovative pet monitoring devices which are available in the global Pet Tech Market.

The growing awareness about physical and mental health of pets is driving the Global Pet Tech Market as these product helps in maintaining the good health of pets like smart feeders and pet training devices. The most extensively used pet wearables technology product is smart collar contains GPS tracking, WI -FI connectivity, and mostly the activity tracking and monitoring are integrated into the pet tech gadgets

which increased the demand for these in the market. The increase demand for remote tracking and monitoring of pets leads to rise in the number of pet smart device start-up companies across the globe. Although the pet tech products are costly and anticipated to restrict the market growth. The majority of gadgets require intermittent charging, which makes them difficult to operate. Certain devices such as collar trackers are irritating for pets and can cause rashes and infections which hinders the market growth.

The key regions considered for the Global Pet Tech Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, US is dominating the Global Pet Tech Market. The pet adoption rate in US is higher across the globe and is adopted by younger generations and baby boomers, this led the adoption of the innovative pet tech products for enhancing the pet's well-being and health in US. The Asia Pacific region is the fastest growing region because of the growing urbanisation, expanding pet ownership, and rising pet care awareness are the main drivers of this growth.

Major market player included in this report are:

Go Pro Inc.

Fit Bark Inc.

Garmin International Inc.

Clever Pet Inc.

Dogtra Co.

Konectera Inc.

Motorola Solutions Inc.

Pow Bo Inc.

Smart Pet Love

Scollar Inc.

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  
Pet Wearables  
Others

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

By End User  
Household  
Commercial

By Distribution Channel  
Online  
Offline

By Region:  
North America  
U.S.  
Canada  
Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE  
Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil

Mexico  
Middle East & Africa  
Saudi Arabia  
South Africa  
RoMEA

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 regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

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.

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