

# **Global Pet Wearable Market Size study, By Technology (RFID, GPS, Sensors), By Application (Identification & Tracking, Behavior Monitoring & Control, Facilitation, Safety & Security, Medical Diagnosis & Treatment), and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Pet Wearable Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028.

The Pet Wearable can be defined as smart wearable devices intended for pets. These devices are utilized for identification and tracking of pets. Pet wearable comprised of different devices such as Smart Collar, Smart Vest, Smart Harness, and Smart Camera among others. The growing pet population worldwide and rising advancements in technologies as well as innovative products announced from leading market players are factors that are accelerating the global market demand. For instance, according to Pet Food Manufacturers' Association (PFMA) estimates – as of 2021, in UK the pet population in UK estimated at around 34 million. It includes 12 million cats and 12 million dogs, 3.2 million small mammals such as guinea pigs and hamsters, 3 million birds and 1.5 million reptiles. Further, during 2020, in wake of covid 19 pandemic around 3.2 million households in the UK adopted a pet. The growth in UK pet population in mainly driven by Gen Z and Millennials, as two thirds (59%) of new owners are aged 16-34 and 56% of new pet owners have children at home. Moreover, as per American Veterinary Medical association – in 2020, the total pet dog population was estimated at 83.7 million, witnessing for 1.46 dogs per household. Whereas, cat population was estimated at 60 million. In addition, leading market players are coming up with

innovative smart pet wearables to leverage the growing adoption of Pet Wearables. For instance, in January 2022, French consumer electronics company Invoxia unveiled a new smart Dog Collar. This new collar measures the dog's heart rate and measure respiratory rate with the help of radar-based sensors. This collar also provides insights about dog's daily activity such as walking, running, scratching, eating, drinking, barking, and resting. Also, growing emergence of IoT connected devices and increasing penetration of smartphones worldwide are anticipated to act as a catalyzing factor for the market demand during the forecast period. However, a lack of penetration in developing regions and high cost associated with smart pet wearables impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Pet Wearable Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing spending towards pet healthcare as well as presence of leading pet wearable providers in the region. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as the thriving growth of pet population and increasing penetration of wearable technology solutions in the region, would create lucrative growth prospects for the global Pet Wearable Market across the Asia Pacific region.

Major market players included in this report are:

Allflex USA Inc.

Avid Identification Systems, Inc.

Datamars

Fitbark

Garmin Ltd.

Intervet Inc.

Invisible Fence

Konectera Inc.

Nuzzle

PetPace LLC

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors &

challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Technology

RFID

GPS

Sensors

By Application

Identification & Tracking

Behavior Monitoring & Control

Facilitation, Safety & Security

Medical Diagnosis & Treatment

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

Rest of the World

Furthermore, years considered for the study are as follows:

*Global Pet Wearable Market Size study, By Technology (RFID, GPS, Sensors), By Application (Identification & Tr...*

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Pet Wearable Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Million)
  - 1.2.1. Global Pet Wearable Market, by Region, 2020-2028 (USD Million)
  - 1.2.2. Global Pet Wearable Market, by Technology, 2020-2028 (USD Million)
  - 1.2.3. Global Pet Wearable Market, by Application, 2020-2028 (USD Million)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL PET WEARABLE MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL PET WEARABLE MARKET DYNAMICS

- 3.1. Pet Wearable Market Impact Analysis (2020-2028)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Growing pet population worldwide.
    - 3.1.1.2. Rising advancements in technologies.
    - 3.1.1.3. Innovative products announced from leading market players.
  - 3.1.2. Market Challenges
    - 3.1.2.1. Lack of penetration in developing regions.
    - 3.1.2.2. High cost associated with smart pet wearables.
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Growing emergence of IoT connected devices.
    - 3.1.3.2. Increasing penetration of smartphones worldwide.

### CHAPTER 4. GLOBAL PET WEARABLE 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 (2018-2028)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL PET WEARABLE MARKET, BY TECHNOLOGY**

- 6.1. Market Snapshot
- 6.2. Global Pet Wearable Market by Technology, Performance - Potential Analysis
- 6.3. Global Pet Wearable Market Estimates & Forecasts by Technology 2018-2028 (USD Million)
- 6.4. Pet Wearable Market, Sub Segment Analysis
  - 6.4.1. RFID
  - 6.4.2. GPS
  - 6.4.3. Sensors

## **CHAPTER 7. GLOBAL PET WEARABLE MARKET, BY APPLICATION**

- 7.1. Market Snapshot
- 7.2. Global Pet Wearable Market by Application, Performance - Potential Analysis
- 7.3. Global Pet Wearable Market Estimates & Forecasts by Application 2018-2028 (USD Million)
- 7.4. Pet Wearable Market, Sub Segment Analysis

- 7.4.1. Identification & Tracking
- 7.4.2. Behavior Monitoring & Control
- 7.4.3. Facilitation, Safety & Security
- 7.4.4. Medical Diagnosis & Treatment

## **CHAPTER 8. GLOBAL PET WEARABLE MARKET, REGIONAL ANALYSIS**

- 8.1. Pet Wearable Market, Regional Market Snapshot
- 8.2. North America Pet Wearable Market
  - 8.2.1. U.S. Pet Wearable Market
    - 8.2.1.1. Technology estimates & forecasts, 2018-2028
    - 8.2.1.2. Application estimates & forecasts, 2018-2028
  - 8.2.2. Canada Pet Wearable Market
- 8.3. Europe Pet Wearable Market Snapshot
  - 8.3.1. U.K. Pet Wearable Market
  - 8.3.2. Germany Pet Wearable Market
  - 8.3.3. France Pet Wearable Market
  - 8.3.4. Spain Pet Wearable Market
  - 8.3.5. Italy Pet Wearable Market
  - 8.3.6. Rest of Europe Pet Wearable Market
- 8.4. Asia-Pacific Pet Wearable Market Snapshot
  - 8.4.1. China Pet Wearable Market
  - 8.4.2. India Pet Wearable Market
  - 8.4.3. Japan Pet Wearable Market
  - 8.4.4. Australia Pet Wearable Market
  - 8.4.5. South Korea Pet Wearable Market
  - 8.4.6. Rest of Asia Pacific Pet Wearable Market
- 8.5. Latin America Pet Wearable Market Snapshot
  - 8.5.1. Brazil Pet Wearable Market
  - 8.5.2. Mexico Pet Wearable Market
- 8.6. Rest of The World Pet Wearable Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

- 9.1. Top Market Strategies
- 9.2. Company Profiles
  - 9.2.1. Allflex USA Inc.
    - 9.2.1.1. Key Information
    - 9.2.1.2. Overview

- 9.2.1.3. Financial (Subject to Data Availability)
- 9.2.1.4. Product Summary
- 9.2.1.5. Recent Developments
- 9.2.2. Avid Identification Systems, Inc.
- 9.2.3. Datamars
- 9.2.4. Fitbark
- 9.2.5. Garmin Ltd.
- 9.2.6. Intervet Inc.
- 9.2.7. Invisible Fence
- 9.2.8. Konectera Inc.
- 9.2.9. Nuzzle
- 9.2.10. PetPace LLC

## **CHAPTER 10. RESEARCH PROCESS**

- 10.1. Research Process
  - 10.1.1. Data Mining
  - 10.1.2. Analysis
  - 10.1.3. Market Estimation
  - 10.1.4. Validation
  - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption



## List Of Tables

### LIST OF TABLES

TABLE 1. Global Pet Wearable Market, report scope

TABLE 2. Global Pet Wearable Market estimates & forecasts by Region 2018-2028  
(USD Million)

TABLE 3. Global Pet Wearable Market estimates & forecasts by Technology 2018-2028  
(USD Million)

TABLE 4. Global Pet Wearable Market estimates & forecasts by Application 2018-2028  
(USD Million)

TABLE 5. Global Pet Wearable Market by segment, estimates & forecasts, 2018-2028  
(USD Million)

TABLE 6. Global Pet Wearable Market by region, estimates & forecasts, 2018-2028  
(USD Million)

TABLE 7. Global Pet Wearable Market by segment, estimates & forecasts, 2018-2028  
(USD Million)

TABLE 8. Global Pet Wearable Market by region, estimates & forecasts, 2018-2028  
(USD Million)

TABLE 9. Global Pet Wearable Market by segment, estimates & forecasts, 2018-2028  
(USD Million)

TABLE 10. Global Pet Wearable Market by region, estimates & forecasts, 2018-2028  
(USD Million)

TABLE 11. Global Pet Wearable Market by segment, estimates & forecasts, 2018-2028  
(USD Million)

TABLE 12. Global Pet Wearable Market by region, estimates & forecasts, 2018-2028  
(USD Million)

TABLE 13. Global Pet Wearable Market by segment, estimates & forecasts, 2018-2028  
(USD Million)

TABLE 14. Global Pet Wearable Market by region, estimates & forecasts, 2018-2028  
(USD Million)

TABLE 15. U.S. Pet Wearable Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 16. U.S. Pet Wearable Market estimates & forecasts by segment 2018-2028  
(USD Million)

TABLE 17. U.S. Pet Wearable Market estimates & forecasts by segment 2018-2028  
(USD Million)

TABLE 18. Canada Pet Wearable Market estimates & forecasts, 2018-2028 (USD  
Million)

TABLE 19. Canada Pet Wearable Market estimates & forecasts by segment 2018-2028

(USD Million)

TABLE 20. Canada Pet Wearable Market estimates & forecasts by segment 2018-2028

(USD Million)

TABLE 21. UK Pet Wearable Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 22. UK Pet Wearable Market estimates & forecasts by segment 2018-2028

(USD Million)

TABLE 23. UK Pet Wearable Market estimates & forecasts by segment 2018-2028

(USD Million)

TABLE 24. Germany Pet Wearable Market estimates & forecasts, 2018-2028 (USD

Million)

TABLE 25. Germany Pet Wearable Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 26. Germany Pet Wearable Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 27. RoE Pet Wearable Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 28. RoE Pet Wearable Market estimates & forecasts by segment 2018-2028

(USD Million)

TABLE 29. RoE Pet Wearable Market estimates & forecasts by segment 2018-2028

(USD Million)

TABLE 30. China Pet Wearable Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 31. China Pet Wearable Market estimates & forecasts by segment 2018-2028

(USD Million)

TABLE 32. China Pet Wearable Market estimates & forecasts by segment 2018-2028

(USD Million)

TABLE 33. India Pet Wearable Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 34. India Pet Wearable Market estimates & forecasts by segment 2018-2028

(USD Million)

TABLE 35. India Pet Wearable Market estimates & forecasts by segment 2018-2028

(USD Million)

TABLE 36. Japan Pet Wearable Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 37. Japan Pet Wearable Market estimates & forecasts by segment 2018-2028

(USD Million)

TABLE 38. Japan Pet Wearable Market estimates & forecasts by segment 2018-2028

(USD Million)

TABLE 39. RoAPAC Pet Wearable Market estimates & forecasts, 2018-2028 (USD

Million)

TABLE 40. RoAPAC Pet Wearable Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 41. RoAPAC Pet Wearable Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 42. Brazil Pet Wearable Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 43. Brazil Pet Wearable Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 44. Brazil Pet Wearable Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 45. Mexico Pet Wearable Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 46. Mexico Pet Wearable Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 47. Mexico Pet Wearable Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 48. RoLA Pet Wearable Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 49. RoLA Pet Wearable Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 50. RoLA Pet Wearable Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 51. Row Pet Wearable Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 52. Row Pet Wearable Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 53. Row Pet Wearable Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 54. List of secondary sources, used in the study of global Pet Wearable Market

TABLE 55. List of primary sources, used in the study of global Pet Wearable Market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Pet Wearable Market, research methodology
- FIG 2. Global Pet Wearable Market, Market estimation techniques
- FIG 3. Global Market size estimates & forecast methods
- FIG 4. Global Pet Wearable Market, key trends 2021
- FIG 5. Global Pet Wearable Market, growth prospects 2022-2028
- FIG 6. Global Pet Wearable Market, porters 5 force model
- FIG 7. Global Pet Wearable Market, pest analysis
- FIG 8. Global Pet Wearable Market, value chain analysis
- FIG 9. Global Pet Wearable Market by segment, 2018 & 2028 (USD Million)
- FIG 10. Global Pet Wearable Market by segment, 2018 & 2028 (USD Million)
- FIG 11. Global Pet Wearable Market by segment, 2018 & 2028 (USD Million)
- FIG 12. Global Pet Wearable Market by segment, 2018 & 2028 (USD Million)
- FIG 13. Global Pet Wearable Market by segment, 2018 & 2028 (USD Million)
- FIG 14. Global Pet Wearable Market, regional snapshot 2018 & 2028
- FIG 15. North America Pet Wearable Market 2018 & 2028 (USD Million)
- FIG 16. Europe Pet Wearable Market 2018 & 2028 (USD Million)
- FIG 17. Asia pacific Market 2018 & 2028 (USD Million)
- FIG 18. Latin America Pet Wearable Market 2018 & 2028 (USD Million)
- FIG 19. Global Pet Wearable Market, company Market share analysis (2021)

## I would like to order

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