

# **Global Smart Connected Pet Collar Market Size study, by Distribution Channel (Online, Offline), by Application (Dogs, Cats) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Smart Connected Pet Collar Market is valued approximately USD XXX billion in 2019 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2020-2027. Smart connected Pet Collar are devices connecting wirelessly to smartphone through Bluetooth and Wi-Fi providing information related to the pet on the connected device. These collars are multipurpose collars that monitor the temperature, position, heart rate and location of pets. This information is also used by the veterinarians to treat pets. Increasing pet ownerships and swelling trend regarding pet as a member of family drives the market growth. As per Canadian Animal Health Institute, the pet dog population increased from 7.6 million in 2016 to 8.2 million in 2018 while the pet Cat population amounted to 8.3 million in 2018. The organization further states that 41% of the Canadian houses have at least one dog while 38% of the houses have at least one cat. Further, increasing demand from working individuals for pet monitoring acts as a major driver for smart connected pet collars market. Also, the increasing pet expenditure supports the market growth. As per American Pet Products Association, the pet expenditure in USA increased from 69.75 billion in 2017 to 72.56 billion in 2018 and to 75.38 billion in 2019. However, power consumption and short battery life impedes the growth of the market over the forecast period of 2020-2027. Although, tremendous research in order to develop new flavors to increase the product portfolio presents a lucrative opportunity for the market.

The regional analysis of global Smart Connected Pet Collar market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of

market share owing to the rising consciousness regarding medical diagnosis of pets in the region. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rising disposable income, rising pet population would create lucrative growth prospects for the Smart Connected Pet Collar market across Asia-Pacific region.

Major market player included in this report are:

PetPace  
Wagz Inc.  
Whistle Labs  
FitBark Inc.  
Eureka Technology Partners LLC  
Garmin Ltd.  
Mars Inc  
Radio Systems Corp.  
SCOLLAR Inc.  
Smart Tracking Technologies LLC  
Tractive GmbH

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 Distribution Channel:

Online

Offline

By Application:

Dogs

Cats

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:

Historical year – 2017, 2018  
Base year – 2019  
Forecast period – 2020 to 2027

Target Audience of the Global Smart Connected Pet Collar 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, 2018-2027 (USD Billion)
  - 1.2.1. Smart Connected Pet Collar Market, by Region, 2018-2027 (USD Billion)
  - 1.2.2. Smart Connected Pet Collar Market, by Distribution Channel, 2018-2027 (USD Billion)
  - 1.2.3. Smart Connected Pet Collar Market, by Application, 2018-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL SMART CONNECTED PET COLLAR 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 SMART CONNECTED PET COLLAR MARKET DYNAMICS**

- 3.1. Smart Connected Pet Collar Market Impact Analysis (2018-2027)
  - 3.1.1. Market Drivers
  - 3.1.2. Market Challenges
  - 3.1.3. Market Opportunities

### **CHAPTER 4. GLOBAL SMART CONNECTED PET COLLAR 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 (2017-2027)
- 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

## **CHAPTER 5. GLOBAL SMART CONNECTED PET COLLAR MARKET, BY DISTRIBUTION CHANNEL**

- 5.1. Market Snapshot
- 5.2. Global Smart Connected Pet Collar Market by Distribution Channel, Performance - Potential Analysis
- 5.3. Global Smart Connected Pet Collar Market Estimates & Forecasts by Distribution Channel 2017-2027 (USD Billion)
- 5.4. Smart Connected Pet Collar Market, Sub Segment Analysis
  - 5.4.1. Online
  - 5.4.2. Offline

## **CHAPTER 6. GLOBAL SMART CONNECTED PET COLLAR MARKET, BY APPLICATION**

- 6.1. Market Snapshot
- 6.2. Global Smart Connected Pet Collar Market by Application, Performance - Potential Analysis
- 6.3. Global Smart Connected Pet Collar Market Estimates & Forecasts by Application 2017-2027 (USD Billion)
- 6.4. Smart Connected Pet Collar Market, Sub Segment Analysis
  - 6.4.1. Dogs
  - 6.4.2. Cats

## **CHAPTER 7. GLOBAL SMART CONNECTED PET COLLAR MARKET, REGIONAL ANALYSIS**

- 7.1. Smart Connected Pet Collar Market, Regional Market Snapshot
- 7.2. North America Smart Connected Pet Collar Market

- 7.2.1. U.S. Smart Connected Pet Collar Market
  - 7.2.1.1. Distribution Channel breakdown estimates & forecasts, 2017-2027
  - 7.2.1.2. Application breakdown estimates & forecasts, 2017-2027
- 7.2.2. Canada Smart Connected Pet Collar Market
- 7.3. Europe Smart Connected Pet Collar Market Snapshot
  - 7.3.1. U.K. Smart Connected Pet Collar Market
  - 7.3.2. Germany Smart Connected Pet Collar Market
  - 7.3.3. France Smart Connected Pet Collar Market
  - 7.3.4. Spain Smart Connected Pet Collar Market
  - 7.3.5. Italy Smart Connected Pet Collar Market
  - 7.3.6. Rest of Europe Smart Connected Pet Collar Market
- 7.4. Asia-Pacific Smart Connected Pet Collar Market Snapshot
  - 7.4.1. China Smart Connected Pet Collar Market
  - 7.4.2. India Smart Connected Pet Collar Market
  - 7.4.3. Japan Smart Connected Pet Collar Market
  - 7.4.4. Australia Smart Connected Pet Collar Market
  - 7.4.5. South Korea Smart Connected Pet Collar Market
  - 7.4.6. Rest of Asia Pacific Smart Connected Pet Collar Market
- 7.5. Latin America Smart Connected Pet Collar Market Snapshot
  - 7.5.1. Brazil Smart Connected Pet Collar Market
  - 7.5.2. Mexico Smart Connected Pet Collar Market
- 7.6. Rest of The World Smart Connected Pet Collar Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Top Market Strategies
- 8.2. Company Profiles
  - 8.2.1. PetPace
    - 8.2.1.1. Key Information
    - 8.2.1.2. Overview
    - 8.2.1.3. Financial (Subject to Data Availability)
    - 8.2.1.4. Product Summary
    - 8.2.1.5. Recent Developments
  - 8.2.2. Wagz Inc.
  - 8.2.3. Whistle Labs
  - 8.2.4. FitBark Inc.
  - 8.2.5. Eureka Technology Partners LLC
  - 8.2.6. Garmin Ltd.
  - 8.2.7. Mars Inc

- 8.2.8. Radio Systems Corp.
- 8.2.9. SCOLLAR Inc.
- 8.2.10. Smart Tracking Technologies LLC
- 8.2.11. Tractive GmbH

## **CHAPTER 9. RESEARCH PROCESS**

- 9.1. Research Process
  - 9.1.1. Data Mining
  - 9.1.2. Analysis
  - 9.1.3. Market Estimation
  - 9.1.4. Validation
  - 9.1.5. Publishing
- 9.2. Research Attributes
- 9.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Smart Connected Pet Collar market, report scope

TABLE 2. Global Smart Connected Pet Collar market estimates & forecasts by Region 2017-2027 (USD Billion)

TABLE 3. Global Smart Connected Pet Collar market estimates & forecasts by Distribution Channel 2017-2027 (USD Billion)

TABLE 4. Global Smart Connected Pet Collar market estimates & forecasts by Application 2017-2027 (USD Billion)

TABLE 5. Global Smart Connected Pet Collar market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 6. Global Smart Connected Pet Collar market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 7. Global Smart Connected Pet Collar market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 8. Global Smart Connected Pet Collar market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 9. Global Smart Connected Pet Collar market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 10. Global Smart Connected Pet Collar market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 11. Global Smart Connected Pet Collar market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 12. Global Smart Connected Pet Collar market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 13. Global Smart Connected Pet Collar market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 14. Global Smart Connected Pet Collar market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 15. U.S. Smart Connected Pet Collar market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 16. U.S. Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 17. U.S. Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 18. Canada Smart Connected Pet Collar market estimates & forecasts, 2017-2027 (USD Billion)



TABLE 19. Canada Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 20. Canada Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 21. UK Smart Connected Pet Collar market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 22. UK Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 23. UK Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 24. Germany Smart Connected Pet Collar market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 25. Germany Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 26. Germany Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 27. RoE Smart Connected Pet Collar market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 28. RoE Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 29. RoE Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 30. China Smart Connected Pet Collar market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 31. China Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 32. China Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 33. India Smart Connected Pet Collar market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 34. India Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 35. India Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 36. Japan Smart Connected Pet Collar market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 37. Japan Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 38. Japan Smart Connected Pet Collar market estimates & forecasts by

segment 2017-2027 (USD Billion)

TABLE 39. RoAPAC Smart Connected Pet Collar market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 40. RoAPAC Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 41. RoAPAC Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 42. Brazil Smart Connected Pet Collar market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 43. Brazil Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 44. Brazil Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 45. Mexico Smart Connected Pet Collar market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 46. Mexico Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 47. Mexico Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 48. RoLA Smart Connected Pet Collar market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 49. RoLA Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 50. RoLA Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 51. Row Smart Connected Pet Collar market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 52. Row Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 53. Row Smart Connected Pet Collar market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 54. List of secondary sources, used in the study of global Smart Connected Pet Collar market

TABLE 55. List of primary sources, used in the study of global Smart Connected Pet Collar market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Smart Connected Pet Collar market, research methodology
- FIG 2. Global Smart Connected Pet Collar market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Smart Connected Pet Collar market, key trends 2019
- FIG 5. Global Smart Connected Pet Collar market, growth prospects 2020-2027
- FIG 6. Global Smart Connected Pet Collar market, porters 5 force model
- FIG 7. Global Smart Connected Pet Collar market, pest analysis
- FIG 8. Global Smart Connected Pet Collar market, value chain analysis
- FIG 9. Global Smart Connected Pet Collar market by segment, 2017 & 2027 (USD Billion)
- FIG 10. Global Smart Connected Pet Collar market by segment, 2017 & 2027 (USD Billion)
- FIG 11. Global Smart Connected Pet Collar market by segment, 2017 & 2027 (USD Billion)
- FIG 12. Global Smart Connected Pet Collar market by segment, 2017 & 2027 (USD Billion)
- FIG 13. Global Smart Connected Pet Collar market by segment, 2017 & 2027 (USD Billion)
- FIG 14. Global Smart Connected Pet Collar market, regional snapshot 2017 & 2027
- FIG 15. North America Smart Connected Pet Collar market 2017 & 2027 (USD Billion)
- FIG 16. Europe Smart Connected Pet Collar market 2017 & 2027 (USD Billion)
- FIG 17. Asia pacific Smart Connected Pet Collar market 2017 & 2027 (USD Billion)
- FIG 18. Latin America Smart Connected Pet Collar market 2017 & 2027 (USD Billion)
- FIG 19. Global Smart Connected Pet Collar market, company market share analysis (2019)

## COMPANIES MENTIONED

PetPace  
Wagz Inc.  
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FitBark Inc.  
Eureka Technology Partners LLC  
Garmin Ltd.  
Mars Inc  
Radio Systems Corp.  
SCOLLAR Inc.  
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