

# **US 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 Forecasts 2022-2032**

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## **Abstracts**

US Pet Tech Market is valued at approximately USD 1.86 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 15.37 % over the forecast period 2024-2032. The US Pet Tech is the integrating technology into pet care which enhances the safety, well-being and health of pets. The US Pet Tech Market includes a wide range of products such as wearable devices for health and activity tracking, smart collars with GPS and monitoring capabilities, automative feeders and water dispensers, interactive toys and training tools and telemedicine service for veterinary care. The innovative pet tech devices are trending in the US Pet Tech Market such as GPS Tracking and automative Feeding system, this allows the owners to track and check the activities of their pets remotely and making it convenient for them.

The rise in awareness of rescue pets by millennials in the US driving the US Pet Tech Market. The pet ownership are increasing and led to adoption of more innovative pet tech products. The purchasing power of millennials plays an important role and led to increase in adoption of innovative pet tech products for enhancing the well-being and mental health of the pets. The growing awareness about pet health and wellness drives demand for health monitoring and fitness tracking devices. However the market facing

restraints including the high cost of advanced pet tech products durability, Technical problems such as short battery life and complexity of use can hinders the user experience and the market growth

Major market player included in this report are:

Pet Desk

Mixlab Inc.

Embark Veterinary Inc.

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

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 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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