

Global GPS Pet Trackers Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

GPS pet trackers are wearable devices designed to monitor and locate pets in real-time using Global Positioning System (GPS) technology, often paired with cellular or Bluetooth connectivity. These devices typically attach to a pet's collar and provide pet owners with location updates via smartphone apps, helping prevent loss or theft. Advanced models may include additional features like activity monitoring, geofencing alerts, and health tracking (e.g., temperature or movement patterns). The market caters primarily to pet owners who prioritize safety and convenience, particularly for high-value breeds, escape-prone pets, or those in rural or urban environments with higher risks of wandering. The industry is driven by rising pet ownership, increasing awareness of pet safety, and technological advancements in IoT and miniaturized tracking solutions. Competition includes standalone GPS trackers, integrated smart collars, and subscription-based services, with key players differentiating through accuracy, battery life, and additional functionalities. Market growth is further supported by the humanization of pets and willingness to invest in premium pet care products. However, challenges such as high costs, subscription dependencies, and varying network coverage may limit broader adoption.

This report provides a deep insight into the global GPS Pet Trackers market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business

organization. The report structure also focuses on the competitive landscape of the Global GPS Pet Trackers Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the GPS Pet Trackers market in any manner.

Global GPS Pet Trackers Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Garmin
Whistle
FitBark
PetSafe
Tractive
Gibi Technologies
LINK AKC
KYON
PawPrint
PetPace
Loc8tor
Marco Polo
Findster
Radio Systems
WUF
Nuzzle

Market Segmentation (by Type)

Cat Type

Dog Type

Market Segmentation (by Application)

Online Sales

Offline Sales

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the GPS Pet Trackers Market

Overview of the regional outlook of the GPS Pet Trackers Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the GPS Pet Trackers Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan,

merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of GPS Pet Trackers, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors
You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

Table of Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of GPS Pet Trackers
- 1.2 Key Market Segments
 - 1.2.1 GPS Pet Trackers Segment by Type
 - 1.2.2 GPS Pet Trackers Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 GPS PET TRACKERS MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global GPS Pet Trackers Market Size (M USD) Estimates and Forecasts (2020-2033)
 - 2.1.2 Global GPS Pet Trackers Sales Estimates and Forecasts (2020-2033)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 GPS PET TRACKERS MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global GPS Pet Trackers Product Life Cycle
- 3.3 Global GPS Pet Trackers Sales by Manufacturers (2020-2025)
- 3.4 Global GPS Pet Trackers Revenue Market Share by Manufacturers (2020-2025)
- 3.5 GPS Pet Trackers Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global GPS Pet Trackers Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 GPS Pet Trackers Market Competitive Situation and Trends
 - 3.8.1 GPS Pet Trackers Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest GPS Pet Trackers Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 GPS PET TRACKERS INDUSTRY CHAIN ANALYSIS

- 4.1 GPS Pet Trackers Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF GPS PET TRACKERS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global GPS Pet Trackers Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to GPS Pet Trackers Market
- 5.7 ESG Ratings of Leading Companies

6 GPS PET TRACKERS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global GPS Pet Trackers Sales Market Share by Type (2020-2025)
- 6.3 Global GPS Pet Trackers Market Size Market Share by Type (2020-2025)
- 6.4 Global GPS Pet Trackers Price by Type (2020-2025)

7 GPS PET TRACKERS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)

- 7.2 Global GPS Pet Trackers Market Sales by Application (2020-2025)
- 7.3 Global GPS Pet Trackers Market Size (M USD) by Application (2020-2025)
- 7.4 Global GPS Pet Trackers Sales Growth Rate by Application (2020-2025)

8 GPS PET TRACKERS MARKET SALES BY REGION

- 8.1 Global GPS Pet Trackers Sales by Region
 - 8.1.1 Global GPS Pet Trackers Sales by Region
 - 8.1.2 Global GPS Pet Trackers Sales Market Share by Region
- 8.2 Global GPS Pet Trackers Market Size by Region
 - 8.2.1 Global GPS Pet Trackers Market Size by Region
 - 8.2.2 Global GPS Pet Trackers Market Size Market Share by Region
- 8.3 North America
 - 8.3.1 North America GPS Pet Trackers Sales by Country
 - 8.3.2 North America GPS Pet Trackers Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe GPS Pet Trackers Sales by Country
 - 8.4.2 Europe GPS Pet Trackers Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific GPS Pet Trackers Sales by Region
 - 8.5.2 Asia Pacific GPS Pet Trackers Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America GPS Pet Trackers Sales by Country
 - 8.6.2 South America GPS Pet Trackers Market Size by Country
 - 8.6.3 Brazil Market Overview
 - 8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa GPS Pet Trackers Sales by Region

8.7.2 Middle East and Africa GPS Pet Trackers Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 GPS PET TRACKERS MARKET PRODUCTION BY REGION

9.1 Global Production of GPS Pet Trackers by Region(2020-2025)

9.2 Global GPS Pet Trackers Revenue Market Share by Region (2020-2025)

9.3 Global GPS Pet Trackers Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America GPS Pet Trackers Production

9.4.1 North America GPS Pet Trackers Production Growth Rate (2020-2025)

9.4.2 North America GPS Pet Trackers Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe GPS Pet Trackers Production

9.5.1 Europe GPS Pet Trackers Production Growth Rate (2020-2025)

9.5.2 Europe GPS Pet Trackers Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan GPS Pet Trackers Production (2020-2025)

9.6.1 Japan GPS Pet Trackers Production Growth Rate (2020-2025)

9.6.2 Japan GPS Pet Trackers Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China GPS Pet Trackers Production (2020-2025)

9.7.1 China GPS Pet Trackers Production Growth Rate (2020-2025)

9.7.2 China GPS Pet Trackers Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Garmin

10.1.1 Garmin Basic Information

10.1.2 Garmin GPS Pet Trackers Product Overview

10.1.3 Garmin GPS Pet Trackers Product Market Performance

- 10.1.4 Garmin Business Overview
- 10.1.5 Garmin SWOT Analysis
- 10.1.6 Garmin Recent Developments
- 10.2 Whistle
 - 10.2.1 Whistle Basic Information
 - 10.2.2 Whistle GPS Pet Trackers Product Overview
 - 10.2.3 Whistle GPS Pet Trackers Product Market Performance
 - 10.2.4 Whistle Business Overview
 - 10.2.5 Whistle SWOT Analysis
 - 10.2.6 Whistle Recent Developments
- 10.3 FitBark
 - 10.3.1 FitBark Basic Information
 - 10.3.2 FitBark GPS Pet Trackers Product Overview
 - 10.3.3 FitBark GPS Pet Trackers Product Market Performance
 - 10.3.4 FitBark Business Overview
 - 10.3.5 FitBark SWOT Analysis
 - 10.3.6 FitBark Recent Developments
- 10.4 PetSafe
 - 10.4.1 PetSafe Basic Information
 - 10.4.2 PetSafe GPS Pet Trackers Product Overview
 - 10.4.3 PetSafe GPS Pet Trackers Product Market Performance
 - 10.4.4 PetSafe Business Overview
 - 10.4.5 PetSafe Recent Developments
- 10.5 Tractive
 - 10.5.1 Tractive Basic Information
 - 10.5.2 Tractive GPS Pet Trackers Product Overview
 - 10.5.3 Tractive GPS Pet Trackers Product Market Performance
 - 10.5.4 Tractive Business Overview
 - 10.5.5 Tractive Recent Developments
- 10.6 Gibi Technologies
 - 10.6.1 Gibi Technologies Basic Information
 - 10.6.2 Gibi Technologies GPS Pet Trackers Product Overview
 - 10.6.3 Gibi Technologies GPS Pet Trackers Product Market Performance
 - 10.6.4 Gibi Technologies Business Overview
 - 10.6.5 Gibi Technologies Recent Developments
- 10.7 LINK AKC
 - 10.7.1 LINK AKC Basic Information
 - 10.7.2 LINK AKC GPS Pet Trackers Product Overview
 - 10.7.3 LINK AKC GPS Pet Trackers Product Market Performance

- 10.7.4 LINK AKC Business Overview
- 10.7.5 LINK AKC Recent Developments
- 10.8 KYON
 - 10.8.1 KYON Basic Information
 - 10.8.2 KYON GPS Pet Trackers Product Overview
 - 10.8.3 KYON GPS Pet Trackers Product Market Performance
 - 10.8.4 KYON Business Overview
 - 10.8.5 KYON Recent Developments
- 10.9 PawPrint
 - 10.9.1 PawPrint Basic Information
 - 10.9.2 PawPrint GPS Pet Trackers Product Overview
 - 10.9.3 PawPrint GPS Pet Trackers Product Market Performance
 - 10.9.4 PawPrint Business Overview
 - 10.9.5 PawPrint Recent Developments
- 10.10 PetPace
 - 10.10.1 PetPace Basic Information
 - 10.10.2 PetPace GPS Pet Trackers Product Overview
 - 10.10.3 PetPace GPS Pet Trackers Product Market Performance
 - 10.10.4 PetPace Business Overview
 - 10.10.5 PetPace Recent Developments
- 10.11 Loc8tor
 - 10.11.1 Loc8tor Basic Information
 - 10.11.2 Loc8tor GPS Pet Trackers Product Overview
 - 10.11.3 Loc8tor GPS Pet Trackers Product Market Performance
 - 10.11.4 Loc8tor Business Overview
 - 10.11.5 Loc8tor Recent Developments
- 10.12 Marco Polo
 - 10.12.1 Marco Polo Basic Information
 - 10.12.2 Marco Polo GPS Pet Trackers Product Overview
 - 10.12.3 Marco Polo GPS Pet Trackers Product Market Performance
 - 10.12.4 Marco Polo Business Overview
 - 10.12.5 Marco Polo Recent Developments
- 10.13 Findster
 - 10.13.1 Findster Basic Information
 - 10.13.2 Findster GPS Pet Trackers Product Overview
 - 10.13.3 Findster GPS Pet Trackers Product Market Performance
 - 10.13.4 Findster Business Overview
 - 10.13.5 Findster Recent Developments
- 10.14 Radio Systems

- 10.14.1 Radio Systems Basic Information
- 10.14.2 Radio Systems GPS Pet Trackers Product Overview
- 10.14.3 Radio Systems GPS Pet Trackers Product Market Performance
- 10.14.4 Radio Systems Business Overview
- 10.14.5 Radio Systems Recent Developments
- 10.15 WUF
 - 10.15.1 WUF Basic Information
 - 10.15.2 WUF GPS Pet Trackers Product Overview
 - 10.15.3 WUF GPS Pet Trackers Product Market Performance
 - 10.15.4 WUF Business Overview
 - 10.15.5 WUF Recent Developments
- 10.16 Nuzzle
 - 10.16.1 Nuzzle Basic Information
 - 10.16.2 Nuzzle GPS Pet Trackers Product Overview
 - 10.16.3 Nuzzle GPS Pet Trackers Product Market Performance
 - 10.16.4 Nuzzle Business Overview
 - 10.16.5 Nuzzle Recent Developments

11 GPS PET TRACKERS MARKET FORECAST BY REGION

- 11.1 Global GPS Pet Trackers Market Size Forecast
- 11.2 Global GPS Pet Trackers Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe GPS Pet Trackers Market Size Forecast by Country
 - 11.2.3 Asia Pacific GPS Pet Trackers Market Size Forecast by Region
 - 11.2.4 South America GPS Pet Trackers Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of GPS Pet Trackers by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

- 12.1 Global GPS Pet Trackers Market Forecast by Type (2026-2033)
 - 12.1.1 Global Forecasted Sales of GPS Pet Trackers by Type (2026-2033)
 - 12.1.2 Global GPS Pet Trackers Market Size Forecast by Type (2026-2033)
 - 12.1.3 Global Forecasted Price of GPS Pet Trackers by Type (2026-2033)
- 12.2 Global GPS Pet Trackers Market Forecast by Application (2026-2033)
 - 12.2.1 Global GPS Pet Trackers Sales (K Units) Forecast by Application
 - 12.2.2 Global GPS Pet Trackers Market Size (M USD) Forecast by Application (2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. GPS Pet Trackers Market Size Comparison by Region (M USD)
- Table 5. Global GPS Pet Trackers Sales (K Units) by Manufacturers (2020-2025)
- Table 6. Global GPS Pet Trackers Sales Market Share by Manufacturers (2020-2025)
- Table 7. Global GPS Pet Trackers Revenue (M USD) by Manufacturers (2020-2025)
- Table 8. Global GPS Pet Trackers Revenue Share by Manufacturers (2020-2025)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in GPS Pet Trackers as of 2024)
- Table 10. Global Market GPS Pet Trackers Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 11. Manufacturers? Manufacturing Sites, Areas Served
- Table 12. Manufacturers? Product Type
- Table 13. Global GPS Pet Trackers Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Market Overview of Key Raw Materials
- Table 16. Midstream Market Analysis
- Table 17. Downstream Customer Analysis
- Table 18. Key Development Trends
- Table 19. Driving Factors
- Table 20. GPS Pet Trackers Market Challenges
- Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026
- Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
- Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
- Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 25. Global GPS Pet Trackers Sales by Type (K Units)
- Table 26. Global GPS Pet Trackers Market Size by Type (M USD)
- Table 27. Global GPS Pet Trackers Sales (K Units) by Type (2020-2025)
- Table 28. Global GPS Pet Trackers Sales Market Share by Type (2020-2025)
- Table 29. Global GPS Pet Trackers Market Size (M USD) by Type (2020-2025)
- Table 30. Global GPS Pet Trackers Market Size Share by Type (2020-2025)
- Table 31. Global GPS Pet Trackers Price (USD/Unit) by Type (2020-2025)

- Table 32. Global GPS Pet Trackers Sales (K Units) by Application
- Table 33. Global GPS Pet Trackers Market Size by Application
- Table 34. Global GPS Pet Trackers Sales by Application (2020-2025) & (K Units)
- Table 35. Global GPS Pet Trackers Sales Market Share by Application (2020-2025)
- Table 36. Global GPS Pet Trackers Market Size by Application (2020-2025) & (M USD)
- Table 37. Global GPS Pet Trackers Market Share by Application (2020-2025)
- Table 38. Global GPS Pet Trackers Sales Growth Rate by Application (2020-2025)
- Table 39. Global GPS Pet Trackers Sales by Region (2020-2025) & (K Units)
- Table 40. Global GPS Pet Trackers Sales Market Share by Region (2020-2025)
- Table 41. Global GPS Pet Trackers Market Size by Region (2020-2025) & (M USD)
- Table 42. Global GPS Pet Trackers Market Size Market Share by Region (2020-2025)
- Table 43. North America GPS Pet Trackers Sales by Country (2020-2025) & (K Units)
- Table 44. North America GPS Pet Trackers Market Size by Country (2020-2025) & (M USD)
- Table 45. Europe GPS Pet Trackers Sales by Country (2020-2025) & (K Units)
- Table 46. Europe GPS Pet Trackers Market Size by Country (2020-2025) & (M USD)
- Table 47. Asia Pacific GPS Pet Trackers Sales by Region (2020-2025) & (K Units)
- Table 48. Asia Pacific GPS Pet Trackers Market Size by Region (2020-2025) & (M USD)
- Table 49. South America GPS Pet Trackers Sales by Country (2020-2025) & (K Units)
- Table 50. South America GPS Pet Trackers Market Size by Country (2020-2025) & (M USD)
- Table 51. Middle East and Africa GPS Pet Trackers Sales by Region (2020-2025) & (K Units)
- Table 52. Middle East and Africa GPS Pet Trackers Market Size by Region (2020-2025) & (M USD)
- Table 53. Global GPS Pet Trackers Production (K Units) by Region(2020-2025)
- Table 54. Global GPS Pet Trackers Revenue (US\$ Million) by Region (2020-2025)
- Table 55. Global GPS Pet Trackers Revenue Market Share by Region (2020-2025)
- Table 56. Global GPS Pet Trackers Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 57. North America GPS Pet Trackers Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. Europe GPS Pet Trackers Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Japan GPS Pet Trackers Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. China GPS Pet Trackers Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 61. Garmin Basic Information
- Table 62. Garmin GPS Pet Trackers Product Overview
- Table 63. Garmin GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 64. Garmin Business Overview
- Table 65. Garmin SWOT Analysis
- Table 66. Garmin Recent Developments
- Table 67. Whistle Basic Information
- Table 68. Whistle GPS Pet Trackers Product Overview
- Table 69. Whistle GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 70. Whistle Business Overview
- Table 71. Whistle SWOT Analysis
- Table 72. Whistle Recent Developments
- Table 73. FitBark Basic Information
- Table 74. FitBark GPS Pet Trackers Product Overview
- Table 75. FitBark GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 76. FitBark Business Overview
- Table 77. FitBark SWOT Analysis
- Table 78. FitBark Recent Developments
- Table 79. PetSafe Basic Information
- Table 80. PetSafe GPS Pet Trackers Product Overview
- Table 81. PetSafe GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 82. PetSafe Business Overview
- Table 83. PetSafe Recent Developments
- Table 84. Tractive Basic Information
- Table 85. Tractive GPS Pet Trackers Product Overview
- Table 86. Tractive GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 87. Tractive Business Overview
- Table 88. Tractive Recent Developments
- Table 89. Gibi Technologies Basic Information
- Table 90. Gibi Technologies GPS Pet Trackers Product Overview
- Table 91. Gibi Technologies GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 92. Gibi Technologies Business Overview
- Table 93. Gibi Technologies Recent Developments

- Table 94. LINK AKC Basic Information
- Table 95. LINK AKC GPS Pet Trackers Product Overview
- Table 96. LINK AKC GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 97. LINK AKC Business Overview
- Table 98. LINK AKC Recent Developments
- Table 99. KYON Basic Information
- Table 100. KYON GPS Pet Trackers Product Overview
- Table 101. KYON GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 102. KYON Business Overview
- Table 103. KYON Recent Developments
- Table 104. PawPrint Basic Information
- Table 105. PawPrint GPS Pet Trackers Product Overview
- Table 106. PawPrint GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 107. PawPrint Business Overview
- Table 108. PawPrint Recent Developments
- Table 109. PetPace Basic Information
- Table 110. PetPace GPS Pet Trackers Product Overview
- Table 111. PetPace GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 112. PetPace Business Overview
- Table 113. PetPace Recent Developments
- Table 114. Loc8tor Basic Information
- Table 115. Loc8tor GPS Pet Trackers Product Overview
- Table 116. Loc8tor GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 117. Loc8tor Business Overview
- Table 118. Loc8tor Recent Developments
- Table 119. Marco Polo Basic Information
- Table 120. Marco Polo GPS Pet Trackers Product Overview
- Table 121. Marco Polo GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 122. Marco Polo Business Overview
- Table 123. Marco Polo Recent Developments
- Table 124. Findster Basic Information
- Table 125. Findster GPS Pet Trackers Product Overview
- Table 126. Findster GPS Pet Trackers Sales (K Units), Revenue (M USD), Price

(USD/Unit) and Gross Margin (2020-2025)

Table 127. Findster Business Overview

Table 128. Findster Recent Developments

Table 129. Radio Systems Basic Information

Table 130. Radio Systems GPS Pet Trackers Product Overview

Table 131. Radio Systems GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 132. Radio Systems Business Overview

Table 133. Radio Systems Recent Developments

Table 134. WUF Basic Information

Table 135. WUF GPS Pet Trackers Product Overview

Table 136. WUF GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 137. WUF Business Overview

Table 138. WUF Recent Developments

Table 139. Nuzzle Basic Information

Table 140. Nuzzle GPS Pet Trackers Product Overview

Table 141. Nuzzle GPS Pet Trackers Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 142. Nuzzle Business Overview

Table 143. Nuzzle Recent Developments

Table 144. Global GPS Pet Trackers Sales Forecast by Region (2026-2033) & (K Units)

Table 145. Global GPS Pet Trackers Market Size Forecast by Region (2026-2033) & (M USD)

Table 146. North America GPS Pet Trackers Sales Forecast by Country (2026-2033) & (K Units)

Table 147. North America GPS Pet Trackers Market Size Forecast by Country (2026-2033) & (M USD)

Table 148. Europe GPS Pet Trackers Sales Forecast by Country (2026-2033) & (K Units)

Table 149. Europe GPS Pet Trackers Market Size Forecast by Country (2026-2033) & (M USD)

Table 150. Asia Pacific GPS Pet Trackers Sales Forecast by Region (2026-2033) & (K Units)

Table 151. Asia Pacific GPS Pet Trackers Market Size Forecast by Region (2026-2033) & (M USD)

Table 152. South America GPS Pet Trackers Sales Forecast by Country (2026-2033) & (K Units)

Table 153. South America GPS Pet Trackers Market Size Forecast by Country

(2026-2033) & (M USD)

Table 154. Middle East and Africa GPS Pet Trackers Sales Forecast by Country

(2026-2033) & (Units)

Table 155. Middle East and Africa GPS Pet Trackers Market Size Forecast by Country

(2026-2033) & (M USD)

Table 156. Global GPS Pet Trackers Sales Forecast by Type (2026-2033) & (K Units)

Table 157. Global GPS Pet Trackers Market Size Forecast by Type (2026-2033) & (M USD)

Table 158. Global GPS Pet Trackers Price Forecast by Type (2026-2033) & (USD/Unit)

Table 159. Global GPS Pet Trackers Sales (K Units) Forecast by Application

(2026-2033)

Table 160. Global GPS Pet Trackers Market Size Forecast by Application (2026-2033)

& (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of GPS Pet Trackers
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global GPS Pet Trackers Market Size (M USD), 2024-2033
- Figure 5. Global GPS Pet Trackers Market Size (M USD) (2020-2033)
- Figure 6. Global GPS Pet Trackers Sales (K Units) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. GPS Pet Trackers Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global GPS Pet Trackers Product Life Cycle
- Figure 13. GPS Pet Trackers Sales Share by Manufacturers in 2024
- Figure 14. Global GPS Pet Trackers Revenue Share by Manufacturers in 2024
- Figure 15. GPS Pet Trackers Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market GPS Pet Trackers Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by GPS Pet Trackers Revenue in 2024
- Figure 18. Industry Chain Map of GPS Pet Trackers
- Figure 19. Global GPS Pet Trackers Market PEST Analysis
- Figure 20. Global GPS Pet Trackers Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global GPS Pet Trackers Market Share by Type
- Figure 27. Sales Market Share of GPS Pet Trackers by Type (2020-2025)
- Figure 28. Sales Market Share of GPS Pet Trackers by Type in 2024
- Figure 29. Market Size Share of GPS Pet Trackers by Type (2020-2025)
- Figure 30. Market Size Share of GPS Pet Trackers by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global GPS Pet Trackers Market Share by Application

Figure 33. Global GPS Pet Trackers Sales Market Share by Application (2020-2025)

Figure 34. Global GPS Pet Trackers Sales Market Share by Application in 2024

Figure 35. Global GPS Pet Trackers Market Share by Application (2020-2025)

Figure 36. Global GPS Pet Trackers Market Share by Application in 2024

Figure 37. Global GPS Pet Trackers Sales Growth Rate by Application (2020-2025)

Figure 38. Global GPS Pet Trackers Sales Market Share by Region (2020-2025)

Figure 39. Global GPS Pet Trackers Market Size Market Share by Region (2020-2025)

Figure 40. North America GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America GPS Pet Trackers Sales Market Share by Country in 2024

Figure 43. North America GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America GPS Pet Trackers Market Size Market Share by Country in 2024

Figure 45. U.S. GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada GPS Pet Trackers Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada GPS Pet Trackers Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico GPS Pet Trackers Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico GPS Pet Trackers Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe GPS Pet Trackers Sales Market Share by Country in 2024

Figure 53. Europe GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe GPS Pet Trackers Market Size Market Share by Country in 2024

Figure 55. Germany GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific GPS Pet Trackers Sales and Growth Rate (K Units)

Figure 66. Asia Pacific GPS Pet Trackers Sales Market Share by Region in 2024

Figure 67. Asia Pacific GPS Pet Trackers Market Size Market Share by Region in 2024

Figure 68. China GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America GPS Pet Trackers Sales and Growth Rate (K Units)

Figure 79. South America GPS Pet Trackers Sales Market Share by Country in 2024

Figure 80. South America GPS Pet Trackers Market Size and Growth Rate (M USD)

Figure 81. South America GPS Pet Trackers Market Size Market Share by Country in 2024

Figure 82. Brazil GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa GPS Pet Trackers Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa GPS Pet Trackers Sales Market Share by Region in 2024

Figure 90. Middle East and Africa GPS Pet Trackers Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa GPS Pet Trackers Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa GPS Pet Trackers Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa GPS Pet Trackers Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global GPS Pet Trackers Production Market Share by Region (2020-2025)

Figure 103. North America GPS Pet Trackers Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe GPS Pet Trackers Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan GPS Pet Trackers Production (K Units) Growth Rate (2020-2025)

Figure 106. China GPS Pet Trackers Production (K Units) Growth Rate (2020-2025)

Figure 107. Global GPS Pet Trackers Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global GPS Pet Trackers Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global GPS Pet Trackers Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global GPS Pet Trackers Market Share Forecast by Type (2026-2033)

Figure 111. Global GPS Pet Trackers Sales Forecast by Application (2026-2033)

Figure 112. Global GPS Pet Trackers Market Share Forecast by Application

(2026-2033)

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