

# Pet Tech Market - 2024-2032

<https://marketpublishers.com/r/P453612C61B1EN.html>

Date: April 2026

Pages: 218

Price: US\$ 2,999.00 (Single User License)

ID: P453612C61B1EN

## Abstracts

The Pet Tech Market was valued at US\$ 7.65 billion in 2024 and is anticipated to reach US\$ 22.77 billion by 2032, at a CAGR of 0.1461 from 2026 to 2032.

The report delivers in-depth insights into key market dynamics, including regional growth trends, market segmentation, CAGR projections, and the revenue performance of leading industry players. It also highlights major growth drivers shaping the market landscape. Designed to provide a clear and comprehensive perspective, the report offers a detailed view of the current market size in terms of both value and volume, along with emerging opportunities and the overall development outlook of the Pet Tech Market.

This report delivers a comprehensive overview of the Pet Tech Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Pet Tech Market. The Pet Tech Market size, estimates, and forecasts are provided in terms of output/shipments (K MT) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2024–2032.

Pet Tech Market Scope:

By Product Type

Tracking Equipment

Monitoring Equipment

Entertainment Equipment

## Feeding Equipment

### By Application

Pet Safety

Pet HealthCare

Pet Owner Convenience

Communication & Entertainment

### By Distribution Channel

Supermarkets & Hypermarkets

Petcare Stores

E-Commerce

Others

### Key Players

Tractive

Whistle / Mars Petcare

Chewy

Modern Animal

Sure Petcare

PetPace

Fi

Petnow

Garmin

Avid Identification

## Major Highlights

This report delivers a comprehensive overview of the Pet Tech Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Pet Tech Market. The Pet Tech Market size, estimates, and forecasts are provided in terms of output/shipments (K Sqm) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2024–2032.

This report will assist keyword manufacturers, new entrants, and companies across the industry value chain with information on revenues, production, and average prices for the overall market and its sub-segments, by company, by Type, by Application, and by region.

## Regional Analysis:

North America (U.S., Canada, Mexico)

Europe (U.K., Italy, Germany, Russia, France, Spain, The Netherlands and Rest of Europe)

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

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

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of Middle East & Africa)

## Partner Identification

Increase Your Customer Base by 3X using our Partner Identification tool

Uncover strategic collaboration opportunities with DataM vetted partners aligned to your ecosystem.

Identify high potential M&A targets based on synergies, market positioning and growth trajectory.

Prioritize partners by strategic fit rather than general capability.

## Why Choose DataM?

**Data-Driven Insights:** Dive into detailed analyses with granular insights such as pricing, market shares and value chain evaluations, enriched by interviews with industry leaders and disruptors.

**Post-Purchase Support and Expert Analyst Consultations:** As a valued client, gain direct access to our expert analysts for personalized advice and strategic guidance, tailored to your specific needs and challenges.

**White Papers and Case Studies:** Benefit quarterly from our in-depth studies related to your purchased titles, tailored to refine your operational and marketing strategies for maximum impact.

**Annual Updates on Purchased Reports:** As an existing customer, enjoy the privilege of annual updates to your reports, ensuring you stay abreast of the latest market insights and technological advancements. Terms and conditions apply.

**Specialized Focus on Emerging Markets:** DataM differentiates itself by delivering in-depth, specialized insights specifically for emerging markets, rather than offering generalized geographic overviews. This approach equips our clients with a nuanced understanding and actionable intelligence that are essential for navigating and succeeding in high-growth regions.

Value of DataM Reports: Our reports offer specialized insights tailored to the latest trends and specific business inquiries. This personalized approach provides a deeper, strategic perspective, ensuring you receive the precise information necessary to make informed decisions. These insights complement and go beyond what is typically available in generic databases.

## Target Audience 2026

Manufacturers/ Buyers

Industry Investors/Investment Bankers

Research Professionals

Emerging Companies

## Contents

### **1. METHODOLOGY AND SCOPE**

- 1.1. Research Methodology
- 1.2. Research Objective and Scope of the Report

### **2. DEFINITION AND OVERVIEW**

### **3. EXECUTIVE SUMMARY**

- 3.1. Snippet by Product Type
- 3.2. Snippet by Application
- 3.3. Snippet by Distribution Channel
- 3.4. Snippet by Region

### **4. DYNAMICS**

- 4.1. Impacting Factors
  - 4.1.1. Drivers
    - 4.1.1.1. Humanization of pets
    - 4.1.1.2. Subscription economics
    - 4.1.1.3. Data-rich care
  - 4.1.2. Restraints
    - 4.1.2.1. Device fatigue and churn
    - 4.1.2.2. Privacy and data trust
    - 4.1.2.3. Price sensitivity outside premium segments
  - 4.1.3. Opportunity
  - 4.1.4. Impact Analysis

### **5. INDUSTRY ANALYSIS**

- 5.1. Porter's Five Force Analysis
- 5.2. Supply Chain Analysis
- 5.3. Pricing Analysis
- 5.4. Regulatory Analysis
- 5.5. Russia-Ukraine War Impact Analysis
- 5.6. DMI Opinion

## **6. COVID-19 ANALYSIS**

### 6.1. Analysis of COVID-19

#### 6.1.1. Scenario Before COVID

#### 6.1.2. Scenario During COVID

#### 6.1.3. Scenario Post COVID

### 6.2. Pricing Dynamics Amid COVID-19

### 6.3. Demand-Supply Spectrum

### 6.4. Government Initiatives Related to the Market During Pandemic

### 6.5. Manufacturers Strategic Initiatives

### 6.6. Conclusion

## **7. BY PRODUCT TYPE**

### 7.1. Introduction

#### 7.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product Type

#### 7.1.2. Market Attractiveness Index, By Product Type

### 7.2. Tracking Equipment \*

#### 7.2.1. Introduction

#### 7.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)

### 7.3. Monitoring Equipment

### 7.4. Entertainment Equipment

### 7.5. Feeding Equipment

## **8. BY APPLICATION**

### 8.1. Introduction

#### 8.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application

#### 8.1.2. Market Attractiveness Index, By Application

### 8.2. Pet Safety \*

#### 8.2.1. Introduction

#### 8.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)

### 8.3. Pet HealthCare

### 8.4. Pet Owner Convenience

### 8.5. Communication & Entertainment

## **9. BY DISTRIBUTION CHANNEL**

### 9.1. Introduction

- 9.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
- 9.1.2. Market Attractiveness Index, By Distribution Channel
- 9.2. Supermarkets & Hypermarkets \*
- 9.2.1. Introduction
- 9.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
- 9.3. Petcare Stores
- 9.4. E-Commerce
- 9.5. Others

## **10. BY REGION**

- 10.1. Introduction
  - 10.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Region
  - 10.1.2. Market Attractiveness Index, By Region
- 10.2. North America
  - 10.2.1. Introduction
  - 10.2.2. Key Region-Specific Dynamics
  - 10.2.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product Type
  - 10.2.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application
  - 10.2.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
  - 10.2.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
    - 10.2.6.1. U.S.
    - 10.2.6.2. Canada
    - 10.2.6.3. Mexico
- 10.3. Europe
  - 10.3.1. Introduction
  - 10.3.2. Key Region-Specific Dynamics
  - 10.3.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product Type
  - 10.3.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application
  - 10.3.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
  - 10.3.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
    - 10.3.6.1. Germany
    - 10.3.6.2. UK
    - 10.3.6.3. France
    - 10.3.6.4. Italy
    - 10.3.6.5. Spain
    - 10.3.6.6. Rest of Europe
- 10.4. South America
  - 10.4.1. Introduction

#### 10.4.2. Key Region-Specific Dynamics

#### 10.4.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product Type

#### 10.4.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application

#### 10.4.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel

#### 10.4.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country

##### 10.4.6.1. Brazil

##### 10.4.6.2. Argentina

##### 10.4.6.3. Rest of South America

### 10.5. Asia-Pacific

#### 10.5.1. Introduction

#### 10.5.2. Key Region-Specific Dynamics

#### 10.5.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product Type

#### 10.5.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application

#### 10.5.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel

#### 10.5.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country

##### 10.5.6.1. China

##### 10.5.6.2. India

##### 10.5.6.3. Japan

##### 10.5.6.4. Australia

##### 10.5.6.5. Rest of Asia-Pacific

### 10.6. Middle East and Africa

#### 10.6.1. Introduction

#### 10.6.2. Key Region-Specific Dynamics

#### 10.6.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product Type

#### 10.6.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application

#### 10.6.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel

## 11. COMPETITIVE LANDSCAPE

### 11.1. Competitive Scenario

### 11.2. Market Positioning/Share Analysis

### 11.3. Mergers and Acquisitions Analysis

## 12. COMPANY PROFILES

### 12.1. Tractive\*

#### 12.1.1. Company Overview

#### 12.1.2. Product Portfolio and Description

#### 12.1.3. Financial Overview

- 12.1.4. Key Developments
- 12.2. Whistle / Mars Petcare
- 12.3. Chewy
- 12.4. Modern Animal
- 12.5. Sure Petcare
- 12.6. PetPace
- 12.7. Fi
- 12.8. Petnow
- 12.9. Garmin
- 12.10. Avid Identification (\*LIST NOT EXHAUSTIVE)

### **13. APPENDIX**

- 13.1. About Us and Services
- 13.2. Contact Us

## I would like to order

Product name: Pet Tech Market - 2024-2032

Product link: <https://marketpublishers.com/r/P453612C61B1EN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P453612C61B1EN.html>