

Global Smart Pet Collar Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Smart Pet Collar market size will reach 1,444.42 Million USD in 2025 and is projected to reach 6,625.76 Million USD by 2032, with a CAGR of 24.31% (2025-2032). Notably, the China Smart Pet Collar market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

A smart pet collar is a wearable device for pets equipped with advanced technology features to monitor and track various aspects of their health, behavior, and location. These collars typically incorporate GPS tracking, activity monitoring sensors, and connectivity capabilities such as Wi-Fi or cellular connectivity. By leveraging these features, smart pet collars enable pet owners to track their pet's whereabouts in real-time, receive alerts if they stray beyond predefined boundaries, and monitor their activity levels and exercise routines. Some smart collars also offer additional functionalities such as temperature monitoring, barking detection, and even remote training capabilities. By providing insights into their pet's well-being and whereabouts, smart pet collars empower owners to keep their pets safe, healthy, and well cared for, whether at home or on the go.

The major global manufacturers of Smart Pet Collar include Garmin, Whistle (Tagg), FitBark, Petsafe, Tractive, PetPace, Loc8tor, Marco Polo, Gibi Technologies Inc, Nuzzle, W?F, LINK AKC, KYON, etc. The global players competition landscape in this

report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Smart Pet Collar. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Smart Pet Collar market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Smart Pet Collar market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Smart Pet Collar industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Smart Pet Collar Include:

Garmin

Whistle (Tagg)

FitBark

Petsafe

Tractive

PetPace

Loc8tor

Marco Polo

Gibi Technologies Inc

Nuzzle

W?F

LINK AKC

KYON

Smart Pet Collar Product Segment Include:

GPS Based

Radio Based

Smart Pet Collar Product Application Include:

Tracking

Training

Monitoring

Others

Chapter Scope

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