

Global Pet Wearable Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Pet Wearable market size was valued at USD 651.6 million in 2023 and is forecast to a readjusted size of USD 1321.1 million by 2030 with a CAGR of 10.6% during review period.

Smart pet tracking is a connected solution that provides security to pets. Smart pet tracking powered by pet wearable devices allows pet parents keep a tab on their pet's activity and location from the smartphone application. Millions of households are using these devices for their pets as the cost of these devices and the cost of remote monitoring services are inexpensive. Also, technologies such as Bluetooth, ZigBee, and Wi-Fi are used to provide tracking and monitoring solutions in pet wearable market. Global positioning system (GPS) technology embedded in pet wearable devices can provide efficient and accurate information for tracking animals. A few pet tracker devices are embedded with a speaker that enables the pet parent to remotely provide voice instructions to the pet whenever required.

Pet medical care is the second largest segment in pet industry. In the UK, annual spending on veterinary and other pet services has risen from ?2.6bn in 2015 to ?4bn in 2021, a 54% increase in just six years. According to Vetnosis, the value of the global animal health industry will increase by 12% to \$38.3 billion in 2021. White Paper on China's Pet Healthy Consumption of JD shows that in 2023, there are 13.09 million pets entering middle age and old age. And pet aging is expected to be seen in the next few years. Changes in the age structure of pets will further bring about the development of the pet medical industry. According to the data of the 2022 China Pet Medical Industry White Paper, from the perspective of market size, the scale of China's pet medical market is about ?67.5 billion, accounting for about 22.5% of the entire pet industry. From the perspective of hospital operation time, pet hospitals within 5 years accounted

for about 73%. About 11% of the pet hospitals have been in operation for more than 10 years. From the perspective of hospital turnover, nearly 40% of the hospitals have increased their annual turnover year-on-year, and the growth rate is mainly within 428%.

The Global Info Research report includes an overview of the development of the Pet Wearable industry chain, the market status of Medical Diagnosis & Treatment (Smart Collar, Smart Camera), Behavior Monitoring & Control (Smart Collar, Smart Camera), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Pet Wearable.

Regionally, the report analyzes the Pet Wearable markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Pet Wearable market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Pet Wearable market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Pet Wearable industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Smart Collar, Smart Camera).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Pet Wearable market.

Regional Analysis: The report involves examining the Pet Wearable market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Pet Wearable market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Pet Wearable:

Company Analysis: Report covers individual Pet Wearable players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Pet Wearable. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Medical Diagnosis & Treatment, Behavior Monitoring & Control).

Technology Analysis: Report covers specific technologies relevant to Pet Wearable. It assesses the current state, advancements, and potential future developments in Pet Wearable areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Pet Wearable market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Pet Wearable market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Smart Collar

Smart Camera

Smart Harness

Smart Vest

Market segment by Application

Medical Diagnosis & Treatment

Behavior Monitoring & Control

Facilitation, Safety & Security

Identification and Tracking

Market segment by players, this report covers

Binatone Global

Cybortra Technology

FitBark

Garmin

KYON

Garmin International

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and

Rest of Asia-Pacific)

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Pet Wearable product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Pet Wearable, with revenue, gross margin and global market share of Pet Wearable from 2019 to 2024.

Chapter 3, the Pet Wearable competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Pet Wearable market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Pet Wearable.

Chapter 13, to describe Pet Wearable research findings and conclusion.

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