

Inflatable Pet Collars Market Size, Share & Trends Analysis Report By Application (Dogs, Cats), By Distribution Channel (Offline, Online), By Region (North America, Europe, APAC, Central & South America, Middle East & Africa), And Segment Forecasts, 2020 - 2027

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Abstracts

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Inflatable Pet Collar Market Growth & Trends

The global inflatable pet collars market size is expected to reach USD 107.2 million by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 5.0% from 2020 to 2027. Rising pet adoption, coupled with higher consumer spending on pets, is driving the demand for pet welfare products, thereby boosting the market growth. Negative impositions of e-collars on pet animals regarding self-trauma, discomfort, and misadventure are also paving the way for higher adoption of inflatable pet collars in case of injuries.

Rising spending on pet products is boosting the market growth. The purchase of premium and high-quality pet products has increased significantly as people are willing to spend on their pets considering them as their family members. The millennial population group has a higher spending propensity as compared to the other age groups. At the global level, around 35.0% of pet owners belonged to this age group in 2018. The trend of pet humanization has been boosting the prominence of pet's health and happiness, thereby propelling demand for inflatable pet collars across the globe.

These inflatable pet collars comfortably help support dogs with injuries, rashes, and

post-surgery. They are designed to allow full visibility with machine washable and scratch and bite-resistant materials. Whereas, traditional collars or Elizabethan collars (e-collar) cause various problems for pets wearing them such as difficulty in drinking, inability to play, collar related injuries including itching, irritation, bumping into walls, falling downstairs or psychological distress, and other grooming and toileting issues.

The dogs application segment led the market and held a 51.8% share of the global revenue in 2019. An increase in the number of overweight dogs, which are more susceptible to injuries, is also generating higher demand for inflatable pet collars among pet owners. According to a blog by USA Today, 55.8% of dogs in the U.S. are overweight. While 35% of dogs in the U.K. are overweight.

Increasing innovation and customization related to materials and features, keeping in mind the overall wellbeing of pets, are gaining consumers' attention through high product visibility. For instance, QBLEEV offers Protective Inflatable Dog E-Collar With Splash Recovery, which is made of a short plush outer ring +6P environment-friendly PVC material. The collar is designed with an adjustable strap on the opening, which helps in fitting the pet's neck.

Inflatable Pet Collar Market Report Highlights

Asia Pacific is expected to witness the fastest growth during forecast years with a CAGR of 6.2% from 2020 to 2027. Demand is anticipated to grow in the region due to rising disposable income, which is leading to increasing adoption of pets in countries, such as China, Indonesia, and India

Offline distribution channel dominated the market by accounting for 86.7% share of the global revenue in 2019

The dogs application segment held the largest share of 51.8% in 2019 owing to the high adoption of pet dogs across countries.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Distribution Channel Outlook
- 2.4. Competitive Insights

CHAPTER 3. INFLATABLE PET COLLARS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Challenges
 - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
 - 3.5.1. Industry Analysis – Porter's
 - 3.5.1.1. Supplier Power

- 3.5.1.2. Buyer Power
- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Inflatable Pet Collars Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

CHAPTER 5. INFLATABLE PET COLLARS MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 5.1. Application Movement Analysis & Market Share, 2019 & 2027
- 5.2. Dogs
 - 5.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.3. Cats
 - 5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.4. Others
 - 5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

CHAPTER 6. INFLATABLE PET COLLARS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Distribution Channel Movement Analysis & Market Share, 2019 & 2027
- 6.2. Offline
 - 6.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.3. Online
 - 6.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

CHAPTER 7. INFLATABLE PET COLLARS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 7.1. Regional Movement Analysis & Market Share, 2019 & 2027

7.2. North America

7.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.2.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.2.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.2.4. The U.S.

7.2.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.2.4.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.2.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.3. Europe

7.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.3.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.3.4. Germany

7.3.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.4.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.3.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.3.5. The U.K.

7.3.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3.5.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.3.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.4. Asia Pacific

7.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.4.4. China

7.4.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.4.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.4.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.4.5. Japan

7.4.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.5.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.4.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

Million)

7.4.6. India

7.4.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4.6.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.4.6.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.5. Central & South America

7.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.5.4. Brazil

7.5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.5.4.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.5.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

7.6. Middle East & Africa

7.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.6.2. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

7.6.3. Market estimates and forecast, by distribution channel, 2016 - 2027 (USD Million)

CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Key global players, recent developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

8.3.1. Key company market share analysis, 2019

CHAPTER 9. COMPANY PROFILES

9.1. KONG Company

9.1.1. Company Overview

9.1.2. Financial Performance

9.1.3. Product Benchmarking

9.1.4. Strategic Initiatives

9.2. Acorn Pet Products

9.2.1. Company Overview

- 9.2.2. Financial Performance
- 9.2.3. Product Benchmarking
- 9.2.4. Strategic Initiatives
- 9.3. REMEDY+RECOVERY
 - 9.3.1. Company Overview
 - 9.3.2. Financial Performance
 - 9.3.3. Product Benchmarking
 - 9.3.4. Strategic Initiatives
- 9.4. PetAZ
 - 9.4.1. Company Overview
 - 9.4.2. Financial Performance
 - 9.4.3. Product Benchmarking
 - 9.4.4. Strategic Initiatives
- 9.5. Aopuwoner
 - 9.5.1. Company Overview
 - 9.5.2. Financial Performance
 - 9.5.3. Product Benchmarking
 - 9.5.4. Strategic Initiatives
- 9.6. QBLEEV
 - 9.6.1. Company Overview
 - 9.6.2. Financial Performance
 - 9.6.3. Product Benchmarking
 - 9.6.4. Strategic Initiatives
- 9.7. Holysteed
 - 9.7.1. Company Overview
 - 9.7.2. Financial Performance
 - 9.7.3. Product Benchmarking
 - 9.7.4. Strategic Initiatives
- 9.8. MorTime
 - 9.8.1. Company Overview
 - 9.8.2. Financial Performance
 - 9.8.3. Product Benchmarking
 - 9.8.4. Strategic Initiatives
- 9.9. Warmpet
 - 9.9.1. Company Overview
 - 9.9.2. Financial Performance
 - 9.9.3. Product Benchmarking
 - 9.9.4. Strategic Initiatives
- 9.10. Well & Good

- 9.10.1. Company Overview
- 9.10.2. Financial Performance
- 9.10.3. Product Benchmarking
- 9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Inflatable pet collars market - Key market driver analysis
2. Inflatable pet collars market - Key market restraint analysis
3. Global dogs inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)
4. Global cats inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)
5. Global other inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)
6. Global inflatable pet collars market estimates and forecast through offline distribution channel, 2016 - 2027 (USD Million)
7. Global inflatable pet collars market estimates and forecast through online distribution channel, 2016 - 2027 (USD Million)
8. North America inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)
9. North America inflatable pet collars market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
10. North America inflatable pet collars market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
11. U.S. inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)
12. U.S. inflatable pet collars market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
13. U.S. inflatable pet collars market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
14. Europe inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)
15. Europe inflatable pet collars market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
16. Europe inflatable pet collars market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
17. Germany inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)
18. Germany inflatable pet collars market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
19. Germany inflatable pet collars market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

20. U.K. inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)
21. U.K. inflatable pet collars market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
22. U.K. inflatable pet collars market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
23. Asia Pacific inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)
24. Asia Pacific inflatable pet collars market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
25. Asia Pacific inflatable pet collars market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
26. China inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)
27. China inflatable pet collars market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
28. China inflatable pet collars market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
29. Japan inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)
30. Japan inflatable pet collars market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
31. Japan inflatable pet collars market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
32. India inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)
33. India inflatable pet collars market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
34. India inflatable pet collars market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
35. Central & South America inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)
36. Central & South America inflatable pet collars market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
37. Central & South America inflatable pet collars market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)
38. Brazil inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)
39. Brazil inflatable pet collars market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
40. Brazil inflatable pet collars market revenue estimates and forecast by distribution

channel, 2016 - 2027 (USD Million)

41. Middle East & Africa inflatable pet collars market estimates and forecast, 2016 - 2027 (USD Million)

42. Middle East & Africa inflatable pet collars market revenue estimates and forecast by application, 2016 - 2027 (USD Million)

43. Middle East & Africa inflatable pet collars market revenue estimates and forecast by distribution channel, 2016 - 2027 (USD Million)

44. Vendor landscape

List Of Figures

LIST OF FIGURES

1. Inflatable pet collars market snapshot
2. Inflatable pet collars market segmentation & scope
3. Inflatable pet collars market penetration & growth prospect mapping
4. Inflatable pet collars market value chain analysis
5. Inflatable pet collars market dynamics
6. Inflatable pet collars market Porter's analysis
7. Inflatable pet collars market: Application movement analysis
8. Inflatable pet collars market: Distribution channel movement analysis
9. Inflatable pet collars market: Regional movement analysis

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