

Pet Microchips Market Size, Share & Trends Analysis Report By Pet (Dogs, Cats), By Product (Microchip, Scanner), By Frequency (134.2 KHz, 125 KHz, 128 KHz), By Application, By Distribution Channel, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global pet microchips market size was estimated at USD 444.1 million in 2025 and is projected to reach USD 972.1 million by 2033, growing at a CAGR of 10.6% from 2026 to 2033. The market is witnessing strong growth due to rising awareness about pet safety, increasing pet expenditure & pet humanization, and regulatory standardization of pet identification.

The growing emphasis on structured pet population management and traceability as tools for improving animal welfare and public health is reshaping pet safety practices worldwide. For instance, in April 2025, Brazil's SinPatinhas initiative, launched under the ProPatinhas program, is expected to support pet microchip market growth by strengthening rising awareness about pet safety among dog and cat owners. By introducing a lifetime, non-transferable Animal ID that integrates microchip information into a centralized national registry, the program highlights the role of permanent identification in preventing pet loss, reducing abandonment, and ensuring traceability across an animal's life cycle. Its alignment with vaccination, castration, and zoonosis-control campaigns further supports the safety benefits of microchipping, while government-led outreach and funding initiatives normalize microchips as a standard component of responsible pet ownership, driving sustained adoption and market expansion in Brazil. Moreover, seasonal spikes in pet loss and rising public concern around reunification are intensifying the focus on preventive pet safety measures, particularly permanent identification. For instance, in June 2025, PetPlace launched Paws for Safety Awareness campaign, which is expected to support pet microchip

market growth by strengthening rising awareness about pet safety, especially during high-risk summer months.

Another crucial driver for the market is the rising pet expenditure in countries such as India, which reflects a structural shift in how companion animals are perceived moving from household animals to emotionally valued family members. This pet humanization trend is directly translating into higher spending on preventive healthcare, safety solutions, and long-term well-being. As pet owners increasingly prioritize health management, traceability, and recovery in case of loss, identification technologies such as pet microchipping are gaining relevance as a standard component of responsible pet ownership rather than an optional add-on.

Furthermore, regulatory intervention is emerging as a powerful catalyst for accelerating pet microchip adoption, particularly in densely populated urban centers where pet management, vaccination compliance, and public safety are growing priorities. As municipal authorities move toward formalizing pet ownership through mandatory identification and licensing frameworks, microchipping is shifting from a voluntary safety measure to a regulatory requirement, directly expanding the addressable market for pet microchips and related services.

Global Pet Microchips Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the pet microchips market report based on pet, product, frequency, application, distribution channel, and region.

Pet Outlook (Revenue, USD Million, 2021 - 2033)

Dogs

Cats

Others

Product Outlook (Revenue, USD Million, 2021 - 2033)

Microchips

Scanner

Handheld Scanners

Stationary Scanners

Frequency Outlook (Revenue, USD Million, 2021 - 2033)

134.2 KHz

125 KHz

128 KHz

Universal/Multifrequency Devices

Application Outlook (Revenue, USD Million, 2021 - 2033)

Pet Identification

Disease Tracking & Vaccination Management

Theft Prevention

Others

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Veterinary Hospitals/Clinics

Pet Stores/Retails

E-Commerce

Others

Region Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

Japan

China

India

Australia

Thailand

South Korea

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

UAE

Saudi Arabia

Kuwait

Qatar

Oman

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