

Pet Monitoring Camera Market Size, Share & Trends Analysis Report By Product (One-Way Video Functionality, Two-Way Video Functionality), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Pet Monitoring Camera Market Growth & Trends

The global pet monitoring camera market size is estimated to reach USD 453.6 million by 2030, registering growth at a CAGR of 12.6% from 2025 to 2030 according to a new report by Grand View Research, Inc. Continuous surge in pet ownership among millennial population has been driving the growth. Furthermore, the rapid adoption of the latest technology among consumers is expected to increase spending on advanced monitoring products for pets.

The one-way video functionality accounted for more than 85% of the market share in terms of revenue. Over the past few years, the consumers have been attracted to the innovative features of these products. Manufacturers have added features, including laser dot chase game, automatic treat dispenser, motion and sound detection, and built-in ringtone, to their monitoring devices. Furthermore, two-way voice communication has made these devices more interactive.

The rising popularity of e-commerce among consumers due to the convenience of shopping is expected to boost the segment in near future. Major online retailers include Amazon; PetSmart Inc.; Walmart; Target Brands, Inc.; eBay Inc.; and Petco Animal Supplies, Inc. The Asia Pacific pet monitoring camera market is expected to grow at the

highest CAGR over the forecast period. Prominent markets of this region include China, Japan, Australia, and India. Over the past few years, increased number of pets in the aforementioned countries has been witnessed. For instance, According to the Japan Pet Food Association, the number of domestic cats has increased by 123,000 more than 9 million from 2017 to 2018. Additionally, high number of millennial population in developing economies including China and India is expected to open new avenues over the next few years.

Key competitors in the pet monitoring camera market include FurbDog Camera (Tomofun LLC); Motorola Mobility LLC; Petcube; Inc; Zmodo; Acer Inc. (Pawblinc.); SpotCam Co., Ltd.; Hangzhou Hikvision Digital Technology Co., Ltd. (Ezviz Inc.); Vimtag Technology Co., Ltd; The Clever Dog Company; PetChatz LLC.

Pet Monitoring Camera Market Report Highlights

The one-way video functionality segment accounted for the largest revenue share of 87.5% in 2024 due to the simplicity and effectiveness of these devices, allowing pet owners to monitor their pets remotely through live video feeds.

The offline segment dominated the market with the largest revenue share in 2024 due to the established presence of retail stores and the preference of many consumers to purchase products in person.

The North America pet monitoring camera market dominated with the largest revenue share of 51.8% in 2024.

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 Snapshot
- 2.2. Segment Snapshot
- 2.3. Competitive Landscape Snapshot

CHAPTER 3. PET MONITORING CAMERA MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Parent Market Outlook
 - 3.1.2. Related Market Outlook
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Profit Margin Analysis (Industry-level)
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
 - 3.4.1. Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

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

CHAPTER 5. PET MONITORING CAMERA MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Pet Monitoring Camera Market, By Product: Key Takeaways
- 5.2. Product Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, By Product, 2018 - 2030 (USD Million)
 - 5.3.1. One-way video functionality
 - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.2. Two-way video functionality
 - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 6. PET MONITORING CAMERA MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Pet Monitoring Camera Market, By Distribution Channel: Key Takeaways
- 6.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, By Distribution Channel, 2018 - 2030 (USD Million)
 - 6.3.1. Offline
 - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.2. Online
 - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 7. PET MONITORING CAMERA MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 7.1. Pet Monitoring Camera Market: Regional Outlook
- 7.2. Regional Marketplaces: Key Takeaways
- 7.3. Market Estimates & Forecasts, by region, 2018 - 2030 (USD Million)
 - 7.3.1. North America
 - 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.1.2. U.S.

- 7.3.1.2.1. Key country dynamics
- 7.3.1.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.1.3. Canada
 - 7.3.1.3.1. Key country dynamics
 - 7.3.1.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.1.4. Mexico
 - 7.3.1.4.1. Key country dynamics
 - 7.3.1.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.2. Europe
 - 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.2. UK
 - 7.3.2.2.1. Key country dynamics
 - 7.3.2.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.3. Germany
 - 7.3.2.3.1. Key country dynamics
 - 7.3.2.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.4. France
 - 7.3.2.4.1. Key country dynamics
 - 7.3.2.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.5. Italy
 - 7.3.2.5.1. Key country dynamics
 - 7.3.2.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.2.6. Spain
 - 7.3.2.6.1. Key country dynamics
 - 7.3.2.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)
- 7.3.3. Asia Pacific
 - 7.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.3.2. China
 - 7.3.3.2.1. Key country dynamics
 - 7.3.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.3.3. India
 - 7.3.3.3.1. Key country dynamics
 - 7.3.3.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.3.4. Japan
 - 7.3.3.4.1. Key country dynamics
 - 7.3.3.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 7.3.3.5. Australia
 - 7.3.3.5.1. Key country dynamics
 - 7.3.3.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.4. Latin America

7.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.4.2. Brazil

7.3.4.2.1. Key country dynamics

7.3.4.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.5. Middle East & Africa

7.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.5.2. UAE

7.3.5.2.1. Key country dynamics

7.3.5.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.5.3. South Africa

7.3.5.3.1. Key country dynamics

7.3.5.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 8. PET MONITORING CAMERA MARKET: COMPETITIVE ANALYSIS

8.1. Recent Developments & Impact Analysis, by Key Market Participants

8.2. Company Categorization

8.3. Participant's Overview

8.4. Financial Performance

8.5. Product Benchmarking

8.6. Company Heat Map Analysis

8.7. Strategy Mapping

8.8. Company Profiles

8.8.1. Furbo Dog Camera (Tomofun LLC)

8.8.1.1. Company Overview

8.8.1.2. Financial Performance

8.8.1.3. Product Portfolios

8.8.1.4. Strategic Initiatives

8.8.2. Motorola Mobility LLC

8.8.2.1. Company Overview

8.8.2.2. Financial Performance

8.8.2.3. Product Portfolios

8.8.2.4. Strategic Initiatives

8.8.3. Petcube, Inc.

8.8.3.1. Company Overview

8.8.3.2. Financial Performance

8.8.3.3. Product Portfolios

8.8.3.4. Strategic Initiatives

8.8.4. Zmodo

8.8.4.1. Company Overview

8.8.4.2. Financial Performance

8.8.4.3. Product Portfolios

8.8.4.4. Strategic Initiatives

8.8.5. Acer Inc. (Pawbo Inc.)

8.8.5.1. Company Overview

8.8.5.2. Financial Performance

8.8.5.3. Product Portfolios

8.8.5.4. Strategic Initiatives

8.8.6. SpotCam Co., Ltd

8.8.6.1. Company Overview

8.8.6.2. Financial Performance

8.8.6.3. Product Portfolios

8.8.6.4. Strategic Initiatives

8.8.7. The Clever Dog Company

8.8.7.1. Company Overview

8.8.7.2. Financial Performance

8.8.7.3. Product Portfolios

8.8.7.4. Strategic Initiatives

8.8.8. PetChatz LLC

8.8.8.1. Company Overview

8.8.8.2. Financial Performance

8.8.8.3. Product Portfolios

8.8.8.4. Strategic Initiatives

8.8.9. Vimtag Technology Co., Ltd

8.8.9.1. Company Overview

8.8.9.2. Financial Performance

8.8.9.3. Product Portfolios

8.8.9.4. Strategic Initiatives

8.8.10. Hangzhou Hikvision Digital Technology Co., Ltd. (Ezviz Inc.)

8.8.10.1. Company Overview

8.8.10.2. Financial Performance

8.8.10.3. Product Portfolios

8.8.10.4. Strategic Initiatives

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