

U.S. Pet Microchips Market Size, Share & Trends Analysis Report By Pet Type (Dogs, Cats), By Product (Microchips, Scanner), By Frequency (134.2 KHz, 125 KHz, 128 KHz), By Application, By Distribution Channel, And Segment Forecasts, 2025 - 2033

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Abstracts

The U.S. pet microchips market size was estimated at USD 103.0 million in 2024 and is projected to reach USD 220.0 million by 2033, growing at a CAGR of 9.12% from 2025 to 2033. The industry is driven by increased incidence of lost companion animals and growing success rates of microchip recovery, growing awareness in promoting microchipping, and rising insurance incentives and safety-linked benefits.

The rising frequency of lost or stolen companion animals in the U.S. has become a serious concern for their owners, with thousands of animals reported missing each year. Traditional identification methods often fail due to tag loss or removal, leading to emotional distress and financial burden on families. A study by the American Veterinary Medical Association (AVMA) depicted that microchipped pets have a significantly higher recovery rate of 52.2% for dogs versus 21.9%, and 38.5% for cats versus 1.8% without microchips. This emphasized microchipping's critical role in improving pet reunification and safety. In addition, according to the Human Animal Support Services report pilot shelter data of 2022, 32% of companion animals with microchips were reunited with their owners, compared to 9% of pets without microchips, highlighting the significant impact of microchipping on their recovery. This evidence, highlighted by veterinary professionals and animal welfare organizations, drives trust and motivates consumers to adopt microchipping for security and peace of mind.

Furthermore, growing involvement of veterinary clinics, animal shelters, and pet adoption centers in promoting microchipping services is significantly boosting market

penetration. They also conduct pet awareness programs and campaigns. For instance, in June 2025, PetPlace launched the Paws for Safety Awareness campaign, urging pet owners to register and update microchips, protecting them from summer risks. Proper registration ensures lost companion animals can safely return home. Animal shelters incorporate microchipping as a routine element of the pet adoption procedure, whereas veterinarians suggest it during regular check-ups or vaccination appointments. In addition, low-cost microchipping initiatives backed by NGOs and pet welfare groups improve both accessibility and awareness. Consumer confidence and adoption rates are on the rise, with more distribution avenues promoting the benefits of microchip usage.

U.S. Pet Microchips Market Summary

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U.S. Pet Microchips Market Report Segmentation

This report forecasts revenue growth at the country level 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 U.S. pet microchips market report based on pet type, product, frequency, application and distribution channel.

Pet Type 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

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