

U.S. Pet Wearable Market Size, Share & Trends Analysis Report By Technology (RFID, GPS, Sensors), By Product, By Animal Type, By Component, By Sales Channel, By Application, And Segment Forecasts, 2024 - 2030

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Abstracts

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U.S. Pet Wearable Market Growth & Trends

The U.S. pet wearable market size is anticipated to reach USD 2.07 billion by 2030, growing at a CAGR of 12.9% from 2024 to 2030, according to a new report by Grand View Research, Inc. The growing emphasis on pet welfare and safety coupled with the introduction of smart pet wearables with advanced features is expected to drive market growth. Moreover, increasing spending on pet products with rising disposable incomes and the purchasing power of consumers are some of the crucial factors expected to drive market growth.

The companies in this market engage in vigorous product development and research, in turn, introducing products for various types of pet animals other than cats and dogs. For instance, Stellapps, a dairy technology company based in India, offers a wearable device for cattle named mooON. It acts as a pedometer that detects heat and various disorders based on the cattle's resting behavior and activities. The insights obtained through this data can be used to improve nutrition and implement better farm practices to enhance milk quality and yield. The introduction of such products is expected to increase the adoption of wearables for livestock applications, which contributes to market growth.

During the COVID-19 pandemic, the pet wearables market faced some challenges because manufacturing slowed down. People couldn't easily visit the vet because of travel restrictions, so they turned to pet wearables to keep tabs on their pets' health. These gadgets helped vets observe pet's behavior during virtual appointments. Because more owners kept using pet wearables, the market stayed steady even during the pandemic.

U.S. Pet Wearable Market Report Highlights

The GPS segment accounted for the largest revenue share of around 44.9% of the market in 2023. Advanced GPS trackers offer real-time location updates, allowing owners to monitor their pets' whereabouts in real-time, improving their security and control.

The smart harness and vest is anticipated to witness the fastest CAGR of 14.1% from 2024 to 2030 in the market. Smart harnesses and vests equipped with sensors offer comprehensive health monitoring for pets by tracking vital signs such as heart rate, respiratory rate, and temperature.

The cat segment led the market and accounted highest revenue share of 44.8% in 2023 due to the increasing awareness among cat owners regarding the importance of monitoring their pets' health and behavior.

The processors segment is anticipated to witness the fastest CAGR of 16.0% from 2024 to 2030 due to the technological advancements leading to more energy-efficient processors.

The online segment led the market and accounted highest revenue share of 57.6% in 2023. Online stores operate 24/7, allowing customers to browse and purchase products anytime and anywhere, unlike brick-and-mortar stores restricted by opening hours and physical location.

The medical diagnosis and treatment segment is anticipated to register the highest CAGR of 15.8% from 2024 to 2030 due to the increasing demand for devices to track pets' physical activity and health conditions and detect any health issues to ensure their safety.

In October 2023, PetPace LLC, announced the launch of its next-generation Health 2.0 smart dog collar, which offers features such as early symptom

detection, location tracking, disease management, and continuous health monitoring. PetPace's AI-powered life-saving technology facilitates pet owners of sick, at-risk, or old pets with medical insights that often go overlooked.

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