

Smart Connected Pet Collar Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global smart connected pet collar market reached a value of US\$ 414.4 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 684.1 Million by 2027, exhibiting a CAGR of 8.83% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Smart connected pet collars wirelessly connect to smartphones and offer insights including the temperature, heart rate, position and location of the pets. They also protect against thefts, promote good behavior, and assist in maintaining overall fitness. They are integrated with data gathering and processing features like location monitoring programs, behavior tracking sensors and global positioning systems (GPS). As they are waterproof, convenient and comfortable, their demand is escalating around the world.

Smart Connected Pet Collar Market Trends:

The increasing adoption of pets, rising concerns about their health, and the growing prevalence of zoonotic diseases are among the significant factors positively influencing the market. Smart connected pet collars monitor the nutrition intake, track sleep patterns and calories burnt and keep pets in safe zones. They are also equipped with an alert system that notifies the pet parent about any abnormal activity. Consequently, a considerable rise in the need for supervising daily tasks and maintaining pet health is supporting the market growth across the globe. Furthermore, the growing adoption of technologically advanced features, such as a built-in microphone-speaker combo that allows pet owners to issue voice commands from remote locations and a camera mounted on the collar to stream video to the smartphone, is catalyzing the product

demand. The leading players are also incorporating flashing light-emitting diode (LED) warning lights, a barking detection algorithm, and a geofence setting, which is creating a favorable market outlook. The market is further impelled by extensive advertising via e-commerce platforms. Other factors, including increasing investments in research and development (R&D) activities and rising animal healthcare expenditure worldwide, are anticipated to strengthen the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global smart connected pet collar market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on pet type, application and sales channel.

Breakup by Pet Type:

- Cat
- Dog

Breakup by Application:

- GPS Location Monitoring
- Activity and Health Monitoring
- Multi-purpose Monitoring
- Others

Breakup by Sales Channel:

- Offline
- Online

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan
 - India

South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Eureka Technology Partners, FitBark Inc., Garmin Ltd., Mars Incorporated, PetPace, Radio Systems Corporation, RAWR Inc, Scollar Inc., Tractive and Wagz Inc.

Key Questions Answered in This Report:

How has the global smart connected pet collar market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global smart connected pet collar market?

What are the key regional markets?

What is the breakup of the market based on the pet type?

What is the breakup of the market based on the application?

What is the breakup of the market based on the sales channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global smart connected pet collar market and who are the key players?

What is the degree of competition in the industry?

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