

Smart Connected Pet Collar Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global smart connected pet collar market size reached US\$ 454.1 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 736.8 Million by 2028, exhibiting a growth rate (CAGR) of 8.40% during 2022-2028.

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 report, along with forecasts at the global, regional and country level from 2023-2028. 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

1. What was the size of the global smart connected pet collar market in 2022?
2. What is the expected growth rate of the global smart connected pet collar market during 2023-2028?
3. What has been the impact of COVID-19 on the global smart connected pet collar market?
4. What are the key factors driving the global smart connected pet collar market?
5. What is the breakup of the global smart connected pet collar market based on the pet type?
6. What is the breakup of the global smart connected pet collar market based on the application?
7. What is the breakup of the global smart connected pet collar market based on the sales channel?
8. What are the key regions in the global smart connected pet collar market?
9. Who are the key players/companies in the global smart connected pet collar market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL SMART CONNECTED PET COLLAR MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PET TYPE

- 6.1 Cat
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Dog
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY APPLICATION

7.1 GPS Location Monitoring

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Activity and Health Monitoring

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Multi-purpose Monitoring

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 Others

7.4.1 Market Trends

7.4.2 Market Forecast

8 MARKET BREAKUP BY SALES CHANNEL

8.1 Offline

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Online

8.2.1 Market Trends

8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

- 9.2.2.2 Market Forecast
- 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
- 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America

9.4.1 Brazil

9.4.1.1 Market Trends

9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

- 14.3 Profiles of Key Players
 - 14.3.1 Eureka Technology Partners
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.2 FitBark Inc.
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.3 Garmin Ltd.
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.3.3 Financials
 - 14.3.3.4 SWOT Analysis
 - 14.3.4 Mars Incorporated
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.4.3 SWOT Analysis
 - 14.3.5 PetPace
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.6 Radio Systems Corporation
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.7 RAWR Inc
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.8 Scollar Inc.
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.9 Tractive
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
 - 14.3.10 Wagz Inc.
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Smart Connected Pet Collar Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Smart Connected Pet Collar Market Forecast: Breakup by Pet Type (in Million US\$), 2023-2028

Table 3: Global: Smart Connected Pet Collar Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 4: Global: Smart Connected Pet Collar Market Forecast: Breakup by Sales Channel (in Million US\$), 2023-2028

Table 5: Global: Smart Connected Pet Collar Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Smart Connected Pet Collar Market: Competitive Structure

Table 7: Global: Smart Connected Pet Collar Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Smart Connected Pet Collar Market: Major Drivers and Challenges

Figure 2: Global: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017-2022

Figure 3: Global: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 4: Global: Smart Connected Pet Collar Market: Breakup by Pet Type (in %), 2022

Figure 5: Global: Smart Connected Pet Collar Market: Breakup by Application (in %), 2022

Figure 6: Global: Smart Connected Pet Collar Market: Breakup by Sales Channel (in %), 2022

Figure 7: Global: Smart Connected Pet Collar Market: Breakup by Region (in %), 2022

Figure 8: Global: Smart Connected Pet Collar (Cat) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Smart Connected Pet Collar (Cat) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Smart Connected Pet Collar (Dog) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Smart Connected Pet Collar (Dog) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Smart Connected Pet Collar (GPS Location Monitoring) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Smart Connected Pet Collar (GPS Location Monitoring) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Smart Connected Pet Collar (Activity and Health Monitoring) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Smart Connected Pet Collar (Activity and Health Monitoring) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Smart Connected Pet Collar (Multi-purpose Monitoring) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Smart Connected Pet Collar (Multi-purpose Monitoring) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Smart Connected Pet Collar (Other Applications) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Smart Connected Pet Collar (Other Applications) Market Forecast:

Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Smart Connected Pet Collar (Offline) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Smart Connected Pet Collar (Offline) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Smart Connected Pet Collar (Online) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Smart Connected Pet Collar (Online) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: North America: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: North America: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: United States: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: United States: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Canada: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Canada: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Asia-Pacific: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Asia-Pacific: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: China: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: China: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Japan: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Japan: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: India: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: India: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: South Korea: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: South Korea: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Australia: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Australia: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Indonesia: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Indonesia: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Others: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Others: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Europe: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Europe: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Germany: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Germany: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: France: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: France: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: United Kingdom: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: United Kingdom: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: Italy: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Italy: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Spain: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Spain: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Russia: Smart Connected Pet Collar Market: Sales Value (in Million US\$),

2017 & 2022

Figure 59: Russia: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: Others: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Others: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: Latin America: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Latin America: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Brazil: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Brazil: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Mexico: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Mexico: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Others: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Others: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Middle East and Africa: Smart Connected Pet Collar Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Middle East and Africa: Smart Connected Pet Collar Market: Breakup by Country (in %), 2022

Figure 72: Middle East and Africa: Smart Connected Pet Collar Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 73: Global: Smart Connected Pet Collar Industry: SWOT Analysis

Figure 74: Global: Smart Connected Pet Collar Industry: Value Chain Analysis

Figure 75: Global: Smart Connected Pet Collar Industry: Porter's Five Forces Analysis

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