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Global Pet Health Monitoring Device Market Growth 2026-2032

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Abstracts

The global Pet Health Monitoring Device market size is predicted to grow from US$ 802 million in 2025 to US$ 1638 million in 2032; it is expected to grow at a CAGR of 10.7% from 2026 to 2032.

In 2025, global Pet Health Monitoring Device production reached approximately 8.6 million units, with an average global market price of around USD 95 per unit.

The gross profit margin of major companies in the industry is between 35%–55%.

In 2025, the global production capacity of Pet Health Monitoring Device was approximately 11 million units.

Pet Health Monitoring Device is an intelligent wearable or connected device designed to monitor pets' health conditions, activity levels, and behavioral patterns through integrated sensors, wireless communication modules, and data analysis technologies. The device typically tracks parameters such as activity, sleep, location, heart rate, temperature, feeding behavior, and other health indicators. It is mainly used for dogs, cats, and other companion animals in household pet care, veterinary monitoring, preventive health management, and remote pet tracking applications. The product boundary includes smart pet health collars, wearable pet monitoring devices, and connected pet health trackers, excluding ordinary GPS pet trackers without health monitoring functions and traditional pet accessories.

The pet health monitoring device industry chain includes upstream suppliers of sensors, semiconductor chips, batteries, wireless modules, flexible materials, and electronic components; the midstream sector covers hardware design, embedded software

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development, mobile application integration, data platform development, assembly, and testing; the downstream sector includes pet owners, veterinary clinics, pet healthcare providers, pet insurance companies, and smart pet service platforms. Market growth is driven by rising pet ownership, increasing spending on pet healthcare, demand for preventive monitoring, and the development of connected pet care technologies.

United States market for Pet Health Monitoring Device is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Pet Health Monitoring Device is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Pet Health Monitoring Device is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Pet Health Monitoring Device players cover Whistle Labs, Inc. (Mars Petcare), FitBark Inc., Tractive GmbH, PetPace Ltd., Garmin Ltd., etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

LP Information, Inc. (LPI) ' newest research report, the “Pet Health Monitoring Device Industry Forecast” looks at past sales and reviews total world Pet Health Monitoring Device sales in 2025, providing a comprehensive analysis by region and market sector of projected Pet Health Monitoring Device sales for 2026 through 2032. With Pet Health Monitoring Device sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Pet Health Monitoring Device industry.

This Insight Report provides a comprehensive analysis of the global Pet Health Monitoring Device landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Pet Health Monitoring Device portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Pet Health Monitoring Device market.

This Insight Report evaluates the key market trends, drivers, and affecting factors

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shaping the global outlook for Pet Health Monitoring Device and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Pet Health Monitoring Device.

This report presents a comprehensive overview, market shares, and growth opportunities of Pet Health Monitoring Device market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

Segmentation by Type:

Activity Monitoring Device

Vital Sign Monitoring Device

Location Tracking Monitoring Device

Segmentation by Wearable Form:

Smart Collar Device

Smart Harness Device

Smart Tag Device

Segmentation by Battery Life:

Short Battery Life (<7 Days)

Medium Battery Life (7–30 Days)

Long Battery Life (>30 Days)

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Segmentation by Application:

Pet Activity Monitoring

Pet Health Management

Pet Behavior Analysis

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

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Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Whistle Labs, Inc. (Mars Petcare)

FitBark Inc.

Tractive GmbH

PetPace Ltd.

Garmin Ltd.

Fi Smart Dog Collar (Barking Labs Corp.)

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Invoxia Inc.

Sure Petcare Ltd.

Tomofun Co., Ltd. (Furbo)

Petcube Inc.

Petivity (Nestl? Purina)

PETKIT Network Technology (Shanghai) Co., Ltd.

Shenzhen Unihome Technology Co., Ltd. (CATLINK)

Guangzhou Luobo Network Technology Co., Ltd. (PETGUGU)

Hangzhou Homerun Pet Technology Co., Ltd.

Dongguan Pawbby Technology Co., Ltd.

Hangzhou Yingyu Technology Co., Ltd. (Petwant)

Pawbo Inc. (Acer Group)

Key Questions Addressed in this Report

What is the 10-year outlook for the global Pet Health Monitoring Device market?

What factors are driving Pet Health Monitoring Device market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Pet Health Monitoring Device market opportunities vary by end market size?

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How does Pet Health Monitoring Device break out by Type, by Application?

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