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Global Smart Pet Tracking Chip Market Growth 2026-2032

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Abstracts

The global Smart Pet Tracking Chip market size is predicted to grow from US$ 468 million in 2025 to US$ 1152 million in 2032; it is expected to grow at a CAGR of 14.0% from 2026 to 2032.

Smart pet tracking chips are microchips integrating positioning, communication, identification, and data processing functions. They are primarily used in pet collars, smart tags, and wearable devices to achieve functions such as location tracking, activity monitoring, electronic fencing, identification, and anomaly alerts. They are often used in conjunction with technologies such as GPS, Bluetooth, cellular communication, UWB, or RFID.

The upstream mainly includes wafers, RF chips, GNSS chips, Bluetooth chips, MCUs, sensors, power management chips, packaging materials, and batteries. The downstream mainly targets smart pet collars, pet locators, pet health monitoring devices, pet management platforms, veterinary hospitals, pet insurance, and home pet owners.

The global average price of smart pet tracking chips is approximately $8.2 per chip, with sales of 50-65 million units and an industry profit margin of 50%.

The future global smart pet tracking chip market will continue to be driven by increasing demand for intelligent and sophisticated pet care and pet safety. With the continuous maturation of low-power Bluetooth, GNSS, cellular IoT, UWB, and AI algorithms, products will develop towards higher positioning accuracy, longer battery life, smaller size, and multi-functional integration. Single-location tracking will gradually expand to include integrated functions such as activity monitoring, health alerts, behavior analysis,

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and geofencing. Meanwhile, ecosystem models such as subscription-based location services, cloud data platforms, and pet insurance will enhance the value of chip applications. Future competition will focus on low-power design, positioning algorithms, communication compatibility, data security, and system integration with pet wearable devices.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global Smart Pet Tracking Chip 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 Smart Pet Tracking Chip portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Smart Pet Tracking Chip market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Smart Pet Tracking Chip 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 Smart Pet Tracking Chip.

This report presents a comprehensive overview, market shares, and growth opportunities of Smart Pet Tracking Chip market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

Segmentation by Type:

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Standalone Positioning Chip

Communication SoC

GNSS + Cellular Integrated SoC

GNSS + Bluetooth Integrated SoC

Highly Integrated Tracking SoC

Segmentation by Tracking Range:

Short-Range Tracking Chip

Medium-Range Tracking Chip

Long-Range Tracking Chip

Wide-Area Tracking Chip

Segmentation by Positioning Accuracy:

Meter-Level Positioning Chip

Sub-Meter Positioning Chip

Centimeter-Level Positioning Chip

Segmentation by Application:

Dog

Cat

Other Pets

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This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Russia

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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.

Nordic Semiconductor

u-blox

STMicroelectronics

NXP Semiconductors

Infineon Technologies

Qualcomm

Semtech

Sony Semiconductor

Renesas Electronics

Goodix Technology

UNISOC

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BDB International

Key Questions Addressed in this Report

What is the 10-year outlook for the global Smart Pet Tracking Chip market?

What factors are driving Smart Pet Tracking Chip market growth, globally and by region?

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

How do Smart Pet Tracking Chip market opportunities vary by end market size?

How does Smart Pet Tracking Chip break out by Type, by Application?

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