

GPS Pet Trackers Market Forecasts to 2032 - Global Analysis By Product (Standalone GPS Trackers and Smart Collars with Integrated GPS), Pet Type, Distribution Channel, Technology, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global GPS Pet Trackers Market is accounted for \$355.59 million in 2025 and is expected to reach \$816.05 million by 2032 growing at a CAGR of 12.6% during the forecast period. GPS pet trackers are electronic devices designed to monitor the real-time location and movements of pets, primarily dogs and cats, using Global Positioning System (GPS) technology. These trackers are typically worn on collars or harnesses and transmit location data to smartphones or cloud platforms via mobile apps. Beyond tracking, many devices include features such as activity monitoring, geofencing alerts, and health metrics, enabling pet owners to ensure safety, prevent loss, and promote wellness. By providing accurate, instant information on a pet's whereabouts and behavior, GPS pet trackers empower owners and veterinarians to make informed decisions, enhancing overall pet care and security.

Market Dynamics:

Driver:

Rising Pet Ownership & Humanization of Pets

The global GPS pet trackers market is being driven by the rising trend of pet ownership and the increasing humanization of pets. Pet owners are treating animals as family members, emphasizing safety, health, and well-being. This shift has created strong demand for technologies that ensure pets are monitored, safe, and active. GPS trackers

offer real-time location, activity monitoring, and health insights, aligning with owners' desire for proactive care, making these devices an essential part of modern pet management. Thus, it drives the growth of the market.

Restraint:

High Cost of Devices & Subscriptions

A key restraint for the GPS pet trackers market is the high cost of devices and associated subscription services. Many trackers require monthly or annual fees for GPS connectivity, cloud storage, or app-based features, which can discourage adoption, particularly in price-sensitive regions. Additionally, premium models with advanced health monitoring or multi-pet tracking capabilities increase initial investment, limiting widespread penetration. This cost barrier slows market growth and adoption despite rising pet ownership and growing awareness of pet safety solutions.

Opportunity:

Advancements in technology

Technological advancements present significant growth opportunities in the GPS pet trackers market. Innovations such as improved battery life, lightweight designs, AI-powered activity monitoring, and integration with veterinary apps enhance device functionality and user experience. Connectivity enhancements, including LTE, 5G, and IoT integration, allow more precise tracking and real-time health insights. These developments enable pet owners and veterinarians to proactively manage health, safety, and behavior, expanding market appeal and driving adoption across diverse demographics and regions.

Threat:

Data Privacy Concerns

Data privacy concerns pose a notable threat to the GPS pet trackers market. These devices collect sensitive information about pet location, activity, and health, which could be vulnerable to breaches or unauthorized access. Consumers are increasingly wary of how personal and geolocation data is stored, shared, and protected by manufacturers. Such apprehensions can hinder adoption, particularly in markets with strict privacy regulations. Companies must address security and compliance rigorously to maintain

trust and sustain growth in an otherwise rapidly expanding market.

Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the market. Lockdowns and remote working increased pet adoptions, driving demand for monitoring devices as owners spent more time ensuring pets' safety and activity. However, economic uncertainty and supply chain disruptions temporarily constrained device manufacturing and distribution, affecting sales. As restrictions eased, demand rebounded, with an emphasis on health monitoring and connectivity. Overall, COVID-19 accelerated the focus on pet care technology while highlighting the need for reliable, accessible, and innovative GPS solutions.

The veterinary clinics segment is expected to be the largest during the forecast period

The veterinary clinics segment is expected to account for the largest market share during the forecast period, as Veterinary professionals increasingly recommend trackers to monitor pet health, activity, and location, enhancing preventative care and client engagement. Clinics integrate tracker data into routine check-ups, offering insights into exercise, behavior, and chronic condition management. This institutional adoption drives consistent demand and positions veterinary clinics as a key sales and recommendation channel, ensuring sustained market growth alongside rising pet ownership and health-conscious consumer behavior.

The activity monitoring segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the activity monitoring segment is predicted to witness the highest growth rate because these devices track daily movement, exercise routines, sleep patterns, and overall activity levels, enabling owners to proactively manage pet health and detect early signs of issues. Increasing awareness of obesity, behavioral disorders, and chronic illnesses in pets fuels demand for activity-centric trackers. Combined with smartphone apps, AI analytics, and health insights, this segment attracts health-conscious pet owners and veterinarians, driving innovation and rapid adoption across both domestic and institutional markets.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share, due to rising disposable incomes, growing pet ownership, and increasing urbanization contribute to higher demand for pet safety and health monitoring devices. Additionally, the humanization trend, coupled with tech-savvy consumers, accelerates adoption of connected pet solutions. Veterinary clinics and retailers in the region are promoting GPS-enabled devices to ensure safety and activity tracking. The combination of demographic growth, lifestyle changes, and technological awareness positions Asia Pacific as a dominant market for GPS pet trackers.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to region benefits from high pet ownership rates, widespread awareness of pet health, and strong adoption of advanced technology solutions. Consumers increasingly invest in connected devices that offer real-time location tracking, activity monitoring, and health analytics. Integration with veterinary services, IoT, and mobile apps drives adoption. Robust infrastructure, disposable income, and a culture of proactive pet care make North America a fertile ground for rapid growth in GPS pet tracker usage.

Key players in the market

Some of the key players in GPS Pet Trackers Market include Gibi Technologies, Findster Technologies, Garmin Ltd., Pod Trackers, FitBark, Link AKC, Jiobit, PitPat, Pawtrack, Weenect, Kippy, Tractive, PetPace, Whistle, and Loc8tor.

Key Developments:

In January 2026, Garmin deepened its long-standing partnership with Qualcomm by unveiling the Nexus automotive-grade High Performance Compute platform, powered by Qualcomm's Snapdragon Elite automotive tech, designed to unify infotainment, instrument clusters and ADAS into one efficient system with up to six-times the computing power of previous controllers.

In February 2025, HeraMED has entered into a strategic collaboration with Garmin Health to integrate health and activity data from Garmin smartwatches into its HeraCARE remote pregnancy monitoring platform, expanding the range of biometric insights available to expectant mothers and their care teams while exploring joint marketing and women's health research opportunities.

Products Covered:

Standalone GPS Trackers

Smart Collars with Integrated GPS

Pet Types Covered:

Dogs

Cats

Other Pet Types

Distribution Channels Covered:

Online Retail

Veterinary Clinics

Specialty Pet Stores

Electronics Retail Stores

Technologies Covered:

Cellular-Based GPS

Hybrid GPS Technologies

Satellite-Based GPS

Bluetooth-Assisted GPS

Applications Covered:

Location Tracking

Health & Wellness Tracking

Activity Monitoring

Training & Behavior Monitoring

End Users Covered:

Pet Owners

Professional Trainers

Veterinary & Animal Care Centers

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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