

GPS Pet Tracking and Location Services Market Forecasts to 2034 – Global Analysis By Device Type (GPS-enabled Collars, Smart Harnesses, Clip-on GPS Tags and Hybrid RFID + GPS Devices), Connectivity, Service Model, Distribution Channel, Application and By Geography

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Abstracts

According to Statistics MRC, the Global GPS Pet Tracking and Location Services Market is accounted for \$1.9 billion in 2026 and is expected to reach \$4.7 billion by 2034 growing at a CAGR of 12.0% during the forecast period. GPS-based pet tracking and location services use satellite navigation and smart connected devices to monitor pets in real time. These systems allow owners to identify their pets' precise locations through mobile applications and receive instant notifications when animals leave predefined safe areas. Rising pet ownership, safety concerns, and improvements in IoT-enabled wearable technology are boosting demand. Features such as geofencing, movement tracking, and route history analysis are commonly included. Veterinary services and pet insurance providers increasingly utilize these technologies to enhance lost pet recovery, improve monitoring accuracy, and support efficient pet care and management practices across households and industries globally.

According to the United Nations Statistics Division, the global number of mobile cellular subscriptions reached about 8.6 billion, indicating that mobile connectivity now exceeds the world population and strongly supports IoT-based systems like GPS tracking and smart location services.

Market Dynamics:

Driver:**Rising pet ownership and humanization of pets**

Growing pet adoption and stronger emotional bonding between owners and animals are key factors boosting the GPS pet tracking and location services market. Pets are increasingly treated as family members, which increases spending on safety-focused technologies. Consumers prefer real-time tracking systems to protect pets, particularly in cities where chances of loss or theft are higher. This emotional attachment supports wider use of GPS collars and smart tracking devices. Busy lifestyles and increasing nuclear families further accelerate demand for dependable monitoring solutions. As a result, adoption is rising steadily across both developed and developing regions, with consistent global expansion and growth.

Restraint:**High cost of devices and subscription services**

The expensive nature of GPS pet tracking devices and their subscription-based services restricts market expansion. Advanced collars, smart trackers, and connected systems often have high upfront costs, reducing affordability for many consumers. Additionally, continuous subscription charges for live tracking, alerts, and cloud storage further increase expenses. This makes the overall ownership cost relatively high. In price-sensitive regions, especially developing economies, customers hesitate to adopt such technologies. Consequently, affordability issues act as a significant barrier, limiting large-scale adoption. Despite growing awareness of pet safety solutions, high costs continue to slow down market growth and broader accessibility worldwide.

Opportunity:**Technological advancements in miniaturization and battery efficiency**

Improvements in device miniaturization and battery efficiency provide major opportunities for the GPS pet tracking market. Smaller and lighter devices increase comfort for pets while maintaining strong performance. Advanced battery technologies allow longer operating times, reducing frequent charging needs and improving convenience for users. Low-power sensors and energy-efficient components enhance reliability and overall functionality. These innovations enable manufacturers to produce cost-effective, durable, and easy-to-use tracking devices. As technology progresses,

better portability and extended battery life are expected to increase adoption rates, supporting wider use of GPS tracking solutions across various pet care applications in global markets.

Threat:

Intense market competition and price pressure

Strong competition among manufacturers of GPS pet tracking devices poses a serious challenge to market expansion. Many global and local companies offer similar products with comparable features, leading to intense price competition. This results in lower profit margins and financial pressure on businesses. Smaller firms find it difficult to compete with established brands that have better technology and wider distribution networks. Constant innovation is needed to stay competitive, which increases costs. In some cases, aggressive pricing can affect product quality. As rivalry grows, market fragmentation increases, making it harder for companies to maintain stable profits and long-term sustainability globally.

Covid-19 Impact:

COVID-19 created both positive and negative effects on the GPS pet tracking market. Lockdowns led to a rise in pet adoption, increasing demand for safety and tracking devices as people spent more time at home. Pet owners became more conscious about monitoring their animals, boosting use of GPS collars and smart tags. However, disruptions in supply chains, manufacturing delays, and shortages of electronic components slowed production. Closure of physical stores reduced offline sales, although online purchases increased sharply. In the long run, the pandemic improved awareness of pet safety technologies while temporarily affecting supply, supporting overall market growth globally.

The GPS-enabled collars segment is expected to be the largest during the forecast period

The GPS-enabled collars segment is expected to account for the largest market share during the forecast period because of their high adoption rate, convenience, and reliable real-time monitoring features. These wearable devices are attached directly to pets, allowing precise location tracking and improved safety. Pet owners favour them due to their ability to combine functions like geofencing, activity monitoring, and smart phone connectivity in one unit. Their strong build quality and suitability for different pet sizes

further boost demand. Increasing concerns for pet security and growing urban pet populations strengthen their dominance, making GPS-enabled collars the most widely used solution globally widely.

The online retail segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online retail segment is predicted to witness the highest growth rate, expected to achieve the highest growth rate among all segments. Its expansion is supported by strong consumer demand for convenient purchasing options, broad product selection, and competitive pricing on digital platforms. E-commerce websites enable users to compare products, read reviews, and make informed choices easily. Fast delivery services and frequent discounts further encourage adoption. Increasing smartphone usage and secure digital payments also drive growth. Companies are increasingly adopting direct online sales strategies, which significantly boosts market reach and global expansion rapidly growing.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share because of its high levels of pet ownership, strong spending on pet care, and rapid adoption of advanced technologies. The region benefits from a mature ecosystem of smart pet devices, supported by widespread smart phone penetration and robust network connectivity. Pet owners in the U.S. and Canada place significant importance on animal safety, increasing demand for GPS-based tracking products. The presence of leading industry companies and continuous innovation further supports its leadership. Additionally, strong awareness regarding pet safety and wellness continues to reinforce North America's leading position in the global market.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by rapid urban development, increasing income levels, and higher pet adoption. Countries like China, India, Japan, and South Korea are becoming more aware of pet safety and the advantages of smart tracking technologies. The expansion of online retail platforms and improved digital connectivity further accelerates market growth. Western lifestyle influences are also promoting the use of advanced pet care devices. Moreover, the expanding middle-class population and changing lifestyles are boosting demand for cost-effective and innovative GPS tracking solutions across the

region.

Key players in the market

Some of the key players in GPS Pet Tracking and Location Services Market include Pitpatpet Limited, Dongguan ShuangXin Industry Company Limited, Whistle GO, Wagtag, Jibits, Tractive, Kippy, Pawscout, Shenzhen Motto Electronics Company Limited, Garmin, Weenect Inc., Yepzon, Jupin Group Company Limited, Trackimo, Dynotag, Link AKC, PetFon and Findster.

Key Developments:

In January 2026, Garmin announced the expansion of its automotive technology collaboration with Qualcomm Technologies through the introduction of the Nexus automotive-grade High Performance Compute (HPC) platform. The company, which currently trades at a P/E ratio of 25.12 and has maintained strong financial health with an impressive Altman Z-Score of 13.84, continues to invest in technological innovation despite recent stock price weakness.

In July 2025, Tractive announced it has acquired Whistle, the connected pet wearable brand owned by Mars Petcare. This strategic acquisition adds Whistle's customer base and technology assets to Tractive, reinforcing its leadership in the fast-growing pet tech market. Founded in Austria in 2012, Tractive has established itself as the world's leading provider of smart GPS and health trackers for pets, serving over 1.4 million active users worldwide with millions of devices sold globally.

Device Types Covered:

GPS-enabled Collars

Smart Harnesses

Clip-on GPS Tags

Hybrid RFID + GPS Devices

Connectivities Covered:

Cellular (LTE/5G)

Bluetooth

Wi-Fi

Satellite-based Systems

Service Models Covered:

Subscription-based Tracking Services

One-time Purchase Devices

Integrated Pet Care Platforms

Distribution Channels Covered:

Online Retail

Specialty Pet Stores

Veterinary Clinics

Mass-market Retail

Applications Covered:

Real-time Location Tracking

Geofencing & Escape Alerts

Activity & Behavior Monitoring

Veterinary Integration & Health Insights

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

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

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL GPS PET TRACKING AND LOCATION SERVICES MARKET, BY DEVICE TYPE

- 5.1 GPS-enabled Collars
- 5.2 Smart Harnesses
- 5.3 Clip-on GPS Tags
- 5.4 Hybrid RFID + GPS Devices

6 GLOBAL GPS PET TRACKING AND LOCATION SERVICES MARKET, BY CONNECTIVITY

- 6.1 Cellular (LTE/5G)
- 6.2 Bluetooth
- 6.3 Wi-Fi
- 6.4 Satellite-based Systems

7 GLOBAL GPS PET TRACKING AND LOCATION SERVICES MARKET, BY SERVICE MODEL

- 7.1 Subscription-based Tracking Services
- 7.2 One-time Purchase Devices
- 7.3 Integrated Pet Care Platforms

8 GLOBAL GPS PET TRACKING AND LOCATION SERVICES MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Online Retail
- 8.2 Specialty Pet Stores
- 8.3 Veterinary Clinics
- 8.4 Mass-market Retail

9 GLOBAL GPS PET TRACKING AND LOCATION SERVICES MARKET, BY APPLICATION

- 9.1 Real-time Location Tracking

- 9.2 Geofencing & Escape Alerts
- 9.3 Activity & Behavior Monitoring
- 9.4 Veterinary Integration & Health Insights

10 GLOBAL GPS PET TRACKING AND LOCATION SERVICES MARKET, BY GEOGRAPHY

- 10.1 North America
 - 10.1.1 United States
 - 10.1.2 Canada
 - 10.1.3 Mexico
- 10.2 Europe
 - 10.2.1 United Kingdom
 - 10.2.2 Germany
 - 10.2.3 France
 - 10.2.4 Italy
 - 10.2.5 Spain
 - 10.2.6 Netherlands
 - 10.2.7 Belgium
 - 10.2.8 Sweden
 - 10.2.9 Switzerland
 - 10.2.10 Poland
 - 10.2.11 Rest of Europe
- 10.3 Asia Pacific
 - 10.3.1 China
 - 10.3.2 Japan
 - 10.3.3 India
 - 10.3.4 South Korea
 - 10.3.5 Australia
 - 10.3.6 Indonesia
 - 10.3.7 Thailand
 - 10.3.8 Malaysia
 - 10.3.9 Singapore
 - 10.3.10 Vietnam
 - 10.3.11 Rest of Asia Pacific
- 10.4 South America
 - 10.4.1 Brazil
 - 10.4.2 Argentina
 - 10.4.3 Colombia

- 10.4.4 Chile
- 10.4.5 Peru
- 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
 - 10.5.1 Middle East
 - 10.5.1.1 Saudi Arabia
 - 10.5.1.2 United Arab Emirates
 - 10.5.1.3 Qatar
 - 10.5.1.4 Israel
 - 10.5.1.5 Rest of Middle East
 - 10.5.2 Africa
 - 10.5.2.1 South Africa
 - 10.5.2.2 Egypt
 - 10.5.2.3 Morocco
 - 10.5.2.4 Rest of Africa

11 STRATEGIC MARKET INTELLIGENCE

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

13 COMPANY PROFILES

- 13.1 Pitpatpet Limited
- 13.2 Dongguan ShuangXin Industry Company Limited
- 13.3 Whistle GO
- 13.4 Wagtag
- 13.5 Jiobits
- 13.6 Tractive

- 13.7 Kippy
- 13.8 Pawscout
- 13.9 Shenzhen Motto Electronics Company Limited
- 13.10 Garmin
- 13.11 Weenect Inc.
- 13.12 Yepzon
- 13.13 Jupin Group Company Limited
- 13.14 Trackimo
- 13.15 Dynotag
- 13.16 Link AKC
- 13.17 PetFon
- 13.18 Findster

List Of Tables

LIST OF TABLES

Table 1 Global GPS Pet Tracking and Location Services Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global GPS Pet Tracking and Location Services Market Outlook, By Device Type (2023-2034) (\$MN)

Table 3 Global GPS Pet Tracking and Location Services Market Outlook, By GPS-enabled Collars (2023-2034) (\$MN)

Table 4 Global GPS Pet Tracking and Location Services Market Outlook, By Smart Harnesses (2023-2034) (\$MN)

Table 5 Global GPS Pet Tracking and Location Services Market Outlook, By Clip-on GPS Tags (2023-2034) (\$MN)

Table 6 Global GPS Pet Tracking and Location Services Market Outlook, By Hybrid RFID + GPS Devices (2023-2034) (\$MN)

Table 7 Global GPS Pet Tracking and Location Services Market Outlook, By Connectivity (2023-2034) (\$MN)

Table 8 Global GPS Pet Tracking and Location Services Market Outlook, By Cellular (LTE/5G) (2023-2034) (\$MN)

Table 9 Global GPS Pet Tracking and Location Services Market Outlook, By Bluetooth (2023-2034) (\$MN)

Table 10 Global GPS Pet Tracking and Location Services Market Outlook, By Wi-Fi (2023-2034) (\$MN)

Table 11 Global GPS Pet Tracking and Location Services Market Outlook, By Satellite-based Systems (2023-2034) (\$MN)

Table 12 Global GPS Pet Tracking and Location Services Market Outlook, By Service Model (2023-2034) (\$MN)

Table 13 Global GPS Pet Tracking and Location Services Market Outlook, By Subscription-based Tracking Services (2023-2034) (\$MN)

Table 14 Global GPS Pet Tracking and Location Services Market Outlook, By One-time Purchase Devices (2023-2034) (\$MN)

Table 15 Global GPS Pet Tracking and Location Services Market Outlook, By Integrated Pet Care Platforms (2023-2034) (\$MN)

Table 16 Global GPS Pet Tracking and Location Services Market Outlook, By Distribution Channel (2023-2034) (\$MN)

Table 17 Global GPS Pet Tracking and Location Services Market Outlook, By Online Retail (2023-2034) (\$MN)

Table 18 Global GPS Pet Tracking and Location Services Market Outlook, By Specialty

Pet Stores (2023-2034) (\$MN)

Table 19 Global GPS Pet Tracking and Location Services Market Outlook, By
Veterinary Clinics (2023-2034) (\$MN)

Table 20 Global GPS Pet Tracking and Location Services Market Outlook, By Mass-
market Retail (2023-2034) (\$MN)

Table 21 Global GPS Pet Tracking and Location Services Market Outlook, By
Application (2023-2034) (\$MN)

Table 22 Global GPS Pet Tracking and Location Services Market Outlook, By Real-time
Location Tracking (2023-2034) (\$MN)

Table 23 Global GPS Pet Tracking and Location Services Market Outlook, By
Geofencing & Escape Alerts (2023-2034) (\$MN)

Table 24 Global GPS Pet Tracking and Location Services Market Outlook, By Activity &
Behavior Monitoring (2023-2034) (\$MN)

Table 25 Global GPS Pet Tracking and Location Services Market Outlook, By
Veterinary Integration & Health Insights (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World
(RoW) Regions are also represented in the same manner as above.

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