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Iot-Enabled Pet Behavior Trackers Market Forecasts to 2032 – Global Analysis By Device Type (Collars, Harnesses, Cameras, Wearables, and Mats), Connectivity, Pet Type, Application, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global IoT-Enabled Pet Behavior Trackers Market is accounted for $3.2 billion in 2025 and is expected to reach $8.6 billion by 2032 growing at a CAGR of 14.8% during the forecast period. IoT-Enabled Pet Behavior Trackers are wearable devices that monitor pets' physical activity, sleep, and behavioral patterns through connected sensors. Data is transmitted to smartphone apps, helping owners understand health trends and detect abnormalities. These trackers promote proactive pet care and bonding. They combine technology and animal wellness, enabling insights that support timely veterinary attention and lifestyle adjustments.

According to PetTech Digest, smart collars and trackers are helping owners monitor pet activity, sleep, and stress levels, with AI-driven alerts improving preventive care and behavioral insights.

Market Dynamics:

Driver:

Rising pet ownership and monitoring needs

Rising pet ownership and monitoring needs are driving growth in the IoT-enabled pet behavior trackers market. Fueled by increasing awareness of pet health and well-being, owners are adopting smart collars, wearables, and sensors to track activity, behavior,

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and vitals. Spurred by mobile app connectivity and cloud analytics, these devices enable real-time insights into pet health. Additionally, urban lifestyles, limited time for manual care, and a growing focus on preventive pet healthcare are reinforcing market adoption globally.

Restraint:

Short battery life and device cost

Short battery life and device cost remain key restraints for IoT-enabled pet behavior trackers. Limited battery endurance requires frequent recharging, impacting continuous monitoring reliability, while high product prices can deter adoption among cost-sensitive consumers. Moreover, smaller pets may require specially designed compact devices, increasing R&D and manufacturing costs. Companies are addressing these challenges through energy-efficient sensors, modular batteries, and subscription-based pricing models to enhance affordability, usability, and sustained consumer engagement in wearable pet monitoring solutions.

Opportunity:

AI integration for health prediction

AI integration for health prediction presents a transformative opportunity in the pet behavior tracker market. Advanced analytics and machine learning enable early detection of health anomalies, behavioral changes, and activity patterns. Spurred by real-time data collection and predictive insights, pet owners can proactively manage nutrition, exercise, and veterinary interventions. Partnerships with veterinary clinics and pet insurance providers further enhance value propositions. This convergence of IoT and AI is driving differentiation and enabling innovative product offerings across global smart pet care ecosystems.

Threat:

Data misuse and privacy vulnerabilities

Data misuse and privacy vulnerabilities pose significant threats to the IoT-enabled pet behavior tracker market. Connected devices collect sensitive location, health, and behavioral information, making them targets for cyberattacks or unauthorized access. Non-compliance with data protection regulations can result in legal repercussions and reputational damage. To mitigate risks, manufacturers are adopting encrypted communication, multi-factor authentication, and secure cloud storage solutions. Ensuring robust cybersecurity measures is critical to maintain consumer trust and sustain adoption of smart pet monitoring devices.

Covid-19 Impact:

The COVID-19 pandemic positively impacted the IoT-enabled pet behavior tracker market, as pet ownership increased during lockdowns and remote work encouraged proactive health monitoring. Spurred by the inability to visit veterinary clinics regularly, owners turned to connected devices for continuous observation. E-commerce sales channels facilitated direct-to-consumer deliveries, ensuring product accessibility. Post-pandemic, the heightened focus on pet health and preventive care continues to sustain market growth, with manufacturers expanding smart device portfolios and app integrations to address evolving pet owner needs.

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

The collars segment is expected to account for the largest market share during the forecast period, resulting from widespread adoption of smart collars equipped with activity sensors, GPS tracking, and health monitoring features. Fueled by increasing awareness of preventive pet care and convenience, these collars provide real-time alerts and insights via mobile apps. Additionally, compatibility with both cats and dogs, battery improvements, and user-friendly interfaces are reinforcing the dominance of the smart collars segment across multiple regions.

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

Over the forecast period, the GPS segment is predicted to witness the highest growth rate, propelled by rising demand for location tracking, anti-theft solutions, and outdoor activity monitoring. Fueled by integration with mobile applications and cloud platforms, GPS-enabled devices offer pet owners real-time tracking, route history, and safety alerts. Additionally, the combination of GPS with AI-driven behavioral insights enhances utility and personalization, making this segment highly attractive for adoption across urban and suburban pet populations seeking smart pet monitoring solutions.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, attributed to increasing pet ownership, rising disposable income, and growing adoption of connected devices. Countries such as China, India, Japan, and South Korea are witnessing strong consumer interest in wearable pet trackers. Additionally, e-commerce penetration, urbanization, and awareness campaigns by pet care brands are fueling demand. The Asia Pacific region is becoming a key hub for IoT-enabled smart pet monitoring products and technology-driven pet care solutions.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR associated with a tech-savvy pet-owning population and high disposable income. The U.S. and Canada are leading in adoption of IoT-enabled pet monitoring devices due to strong awareness of preventive pet health and smart home integration. Partnerships between device manufacturers, veterinary clinics, and pet insurance companies further accelerate adoption. Continuous innovation in wearable technology, AI-driven health analytics, and GPS capabilities strengthens North America’s growth trajectory in this market segment.

Key players in the market

Some of the key players in IoT-Enabled Pet Behavior Trackers Market include Whistle La, FitBark, Tractive, Garmin, PetPace, Link AKC, Pawtrack, Pod 3, Xiaomi Pet, FitFinder, Petcube, Vetrax, Pawbo, PetSafe, Sure Petcare, Trackimo, and Halo.

Key Developments:

In October 2025, Whistle (a subsidiary of Mars Petcare) launched the new 'Whistle Health & Behavior Pro' tracker. It features an advanced AI algorithm that not only tracks location and activity but also analyzes patterns in scratching, licking, and sleep to provide early warnings of potential allergies, skin conditions, or anxiety for veterinary review.

In September 2025, Tractive unveiled its new 'Tractive DOG XL Adventure' series, designed for large breeds. The new, more durable tracker incorporates a longer-range LTE-M chipset for improved coverage in rural areas and a new 'Predator Mode' that alerts owners if their dog exhibits high-prey-drive chasing behavior.

In August 2025, Garmin announced the integration of its 'Garmin Canine Behavior' metrics into the broader Garmin ecosystem. The new feature syncs a dog's daily stress

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and recovery data from the Garmin Astro or Delta tracker with the owner's Garmin watch, providing a combined 'Owner-Pet Activity Index' for holistic wellness tracking.

Device Types Covered:

- Collars
- Harnesses
- Cameras
- Wearables
- Mats

Connectivities Covered:

- Wi-F
- Bluetooth
- GPS
- Zigbee
- Cellular

Pet Types Covered:

- Dogs
- Cats
- Birds
- Horses

Small Mammals

Applications Covered:

Activity Monitoring

Health Tracking

Location Tracking

Training

Anxiety Detection

End Users Covered:

Pet Owners

Trainers

Veterinarians

Boarding Services

Regions Covered:

North America

US

Canada

Mexico

Europe

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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)

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Competitive Benchmarking

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

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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