

# **Pet Car-Safety and Travel-Restraint Products Market Forecasts to 2034 – Global Analysis By Product Type (Seat Belts & Harnesses, Booster Seats, Carriers & Crates, Pet Car Seats and Vehicle Barriers & Dividers), Vehicle Compatibility, Pet Type, Safety Standard Compliance, Distribution Channel, End User and By Geography**

<https://marketpublishers.com/r/P5D652701FE7EN.html>

Date: June 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: P5D652701FE7EN

## **Abstracts**

According to Statistics MRC, the Global Pet Car-Safety and Travel-Restraint Products Market is accounted for \$1.7 billion in 2026 and is expected to reach \$3.0 billion by 2034 growing at a CAGR of 7.2% during the forecast period. Products for pet car safety and travel restraint aim to ensure animal protection and limit distractions while driving. Common solutions include harness seatbelts, carriers, travel crates, booster seats, and partition barriers that keep pets stable and reduce the chance of injury in sudden braking or collisions. Growth in pet ownership, increased focus on transportation safety, and supportive regulations in certain regions are boosting market demand. Companies emphasize user-friendly installation, robust materials, comfort, and certified crash safety. New features like adjustable fittings and versatile carriers improve usability, helping create a safer, more comfortable, and controlled travel experience for both pets and their owners.

According to the American Automobile Association (AAA), over 80% of dog owners drive with their pets in the car, yet only 16% use proper restraint systems. This highlights both the risk and the demand for restraint products.

## **Market Dynamics:**

### Driver:

#### Rising pet ownership and humanization of pets

An increasing number of households owning pets, combined with the perception of pets as integral family members, strongly drive demand for car-safety and restraint products. Owners now prioritize the protection, comfort, and overall welfare of their animals during transportation. This emotional bond leads to higher spending on safety solutions like travel harnesses, carriers, and pet seats. With pets accompanying owners more often on both short and long journeys, dependable restraint systems are becoming necessary. The transformation in how pets are valued—from simple companions to family—continues to accelerate the adoption of innovative and comfortable travel safety products across global markets.

### Restraint:

#### High cost of quality safety products

Expensive pricing of high-end pet travel safety products is a key factor hindering market expansion. Items that offer superior safety features, strong materials, and certified crash protection are often priced beyond the reach of many consumers. Budget-sensitive pet owners may choose more affordable options or skip these products entirely. This issue is more prominent in regions with lower purchasing power, where spending on non-essential pet accessories is limited. Consequently, even with rising awareness about safety, the uptake of premium-quality restraint systems is constrained, reducing the overall growth potential of the pet car-safety and travel-restraint products market.

### Opportunity:

#### Innovation in smart and connected pet travel products

Advances in technology present new possibilities for introducing intelligent and connected pet travel safety solutions. Features like location tracking, environmental monitoring, and instant notifications improve both safety and usability. These high-tech products attract modern pet owners looking for enhanced control and peace of mind while traveling. Smart designs in carriers and restraint systems add convenience and elevate the user experience. With the growing popularity of connected devices, companies can develop premium offerings that stand out in the market. This innovation-driven approach not only boosts customer interest but also creates additional revenue

opportunities in the pet car-safety sector.

Threat:

Intense market competition and price pressure

Strong competition among established and emerging players poses a major threat to the pet travel safety products market. A large number of brands offering comparable products leads to aggressive pricing strategies and shrinking profit margins. The presence of inexpensive alternatives from smaller or unorganized manufacturers further complicates the situation for premium companies. This forces businesses to balance innovation with cost efficiency. In some areas, market saturation reduces expansion potential. With many similar options available, companies find it harder to stand out and retain customers, making it difficult to sustain profitability and long-term growth in the competitive market environment.

Covid-19 Impact:

The pandemic created both challenges and opportunities for the pet travel safety products market. Initially, strict lockdowns and limited mobility led to a decline in product demand, while supply chain issues disrupted production and availability. Despite this slowdown, there was a notable increase in pet ownership during the period, expanding the potential consumer base. As travel resumed, demand for pet car-safety products began to recover, driven by a rise in road trips and outdoor activities. Increased focus on pet well-being and cleanliness also contributed to growth, helping the market regain momentum and establish a stronger outlook after COVID-19.

The seat belts & harnesses segment is expected to be the largest during the forecast period

The seat belts & harnesses segment is expected to account for the largest market share during the forecast period because of their cost-effectiveness, convenience, and adaptability across vehicles. Pet owners widely choose these solutions as they secure animals efficiently while still providing comfort and flexibility during journeys. Their easy setup and adjustable features make them suitable for pets of different sizes, encouraging broader usage. Increasing focus on safe driving practices and minimizing distractions has also boosted their popularity. Due to these advantages, harness-based restraint systems continue to dominate the market as a practical and widely accessible option for ensuring pet safety during travel.

The commercial pet transporters segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the commercial pet transporters segment is predicted to witness the highest growth rate. This growth is driven by increasing reliance on professional services for pet relocation and travel. Factors such as rising pet ownership, frequent relocations, and global travel needs are boosting demand for secure transportation solutions. Service providers emphasize reliable restraint systems and safety equipment to comply with regulations and ensure animal protection. Expanding pet logistics operations and higher customer expectations for quality care further support this trend. As a result, this segment is witnessing rapid expansion and growing importance within the market.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share, supported by widespread pet ownership and high awareness of animal safety during travel. The region's advanced pet care sector, combined with greater spending capacity, encourages the adoption of quality safety products. A strong tendency to treat pets as family members further boosts demand. Frequent travel with pets and supportive safety guidelines also play a key role. Moreover, the presence of major industry players and ongoing innovation strengthens the market position. Consumers' willingness to purchase premium and reliable solutions ensures continued growth and leadership in this segment.

### **Region with highest CAGR:**

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR. This expansion is driven by rising pet adoption rates and improving income levels in developing countries. Rapid urban growth and evolving consumer habits are encouraging greater spending on pet care and safety products. Increased awareness, along with the influence of online retail and digital marketing, is boosting product accessibility and demand. Growth in vehicle ownership and transportation infrastructure also supports market expansion. Companies are targeting this region with cost-effective and advanced offerings, making it a key area for future growth opportunities.

### **Key players in the market**

Some of the key players in Pet Car-Safety and Travel-Restraint Products Market include Sleepypod, Kurgo, Ruffwear, EzyDog, Bergan, PetSafe, 4Knines, Guardian Gear, Solvit Products, Mighty Paw, RC Pet Products, AllSafe, Petego, Hunter International GmbH, IMMI Pet Buckle, Blueberry Pet, RuffRider and Petmate.

### **Key Developments:**

In March 2026, PetSafe Brands™ is thrilled to announce a new partnership with actress and animal lover Rachel Bilson. Bilson is opening her heart and her home, once again, in a new heartfelt campaign with PetSafe Brands™. Bilson documents her journey fostering a cat through ASPCA, and the power of giving back with PetSafe products available at Walmart to help pet parents every step of the way.

In January 2025, Sleepypod recently unveiled Clickit Range car safety harness for dogs. Clickit Range is designed to protect dogs with a distinctive sighthound shape when riding in a car. Sighthounds have long legs, a deep chest, and a wiry body.

### **Product Types Covered:**

Seat Belts & Harnesses

Booster Seats

Carriers & Crates

Pet Car Seats

Vehicle Barriers & Dividers

### **Vehicle Compatibilities Covered:**

Passenger Cars

SUVs & Crossovers

Pickup Trucks

Vans

## Specialty Vehicles

### Pet Types Covered:

Dogs

Cats

Small Animals

Other Pet Types

### Safety Standard Compliances Covered:

ISO & International Safety Standards

Regional Automotive Safety Standards

Pet-Specific Certification Programs

### Distribution Channels Covered:

Online Retail

Offline Retail

Veterinary Clinics & Pet Service Providers

### End Users Covered:

Individual Pet Owners

Commercial Pet Transporters

Veterinary & Grooming Service Providers

Animal Shelters & NGOs

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

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