

Pet Fitness Tracking Market Forecasts to 2034 – Global Analysis By Product Type (Smart Collars, GPS Pet Trackers, Activity Monitoring Devices, Smart Harnesses & Wearables, Smart Tags & Clip-on Devices, and Multi-functional Hybrid Devices), Core Technology, Pet Type, Component, Connectivity Type, Application, End User, Distribution Channel, and By Geography

<https://marketpublishers.com/r/PB6D9F3A887BEN.html>

Date: April 2026

Pages: 200

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

ID: PB6D9F3A887BEN

Abstracts

According to Statistics MRC, the Global Pet Fitness Tracking Market is accounted for \$1.2 billion in 2026 and is expected to reach \$3.4 billion by 2034 growing at a CAGR of 13.2% during the forecast period. Pet fitness tracking devices are wearable technologies designed to monitor physical activity, health metrics, and location of companion animals, enabling pet owners to optimize their pets' wellness routines. These sophisticated devices collect data on steps taken, calories burned, sleep quality, heart rate, and geographic position, transmitting information to smartphone applications for real-time analysis. The market is experiencing rapid expansion as pet owners increasingly treat their animals as family members and seek proactive approaches to preventive healthcare and overall well-being.

Market Dynamics:

Driver:

Humanization of pets and rising pet healthcare expenditure

Pet owners worldwide are increasingly treating their companion animals as family members, driving demand for premium wellness products including fitness tracking devices. This emotional shift translates into higher willingness to spend on technologies that monitor pet health, prevent obesity-related conditions, and extend quality of life. Veterinary costs for managing chronic conditions such as diabetes, arthritis, and heart disease continue rising, making preventive monitoring an economically attractive alternative to reactive treatment. As disposable incomes grow across emerging economies and pet insurance adoption increases, owners invest more readily in fitness trackers as essential tools for responsible pet parenthood rather than discretionary accessories.

Restraint:

Battery life limitations and device durability concerns

Frequent charging requirements and concerns about device robustness in active pet environments continue to limit widespread adoption of fitness tracking products. Many devices require daily or weekly charging, creating inconvenience for owners who may forget to recharge or find the process cumbersome. Pets engaging in water activities, rough play, or outdoor adventures risk damaging devices lacking adequate waterproofing or impact resistance. Larger breeds may destroy poorly constructed collars or tags, necessitating expensive replacements. These practical limitations frustrate consumers expecting seamless, maintenance-free experiences similar to human fitness wearables, slowing market penetration among owners of particularly active or destructive pets.

Opportunity:

Integration of AI and machine learning for health prediction

Advanced algorithms are enabling fitness trackers to move beyond simple activity logging toward predictive health analytics with significant market potential. Machine learning models trained on vast datasets can identify subtle behavioral patterns preceding illness, injury, or distress, alerting owners to seek veterinary intervention before conditions become critical. AI systems can detect early signs of lameness through gait analysis, recognize anxiety indicators through restlessness patterns, and predict digestive issues through activity fluctuations. This predictive capability transforms fitness trackers from passive monitoring tools into active health management systems, justifying premium pricing and creating compelling value propositions for

health-conscious pet owners.

Threat:

Data privacy and cybersecurity vulnerabilities

Collection of sensitive location and health data creates significant security risks that threaten consumer trust in pet tracking ecosystems. Unauthorized access to GPS location information could enable pet theft or stalking of owners, while health data breaches expose private medical information about both animals and their households. Many manufacturers lack robust encryption protocols or have limited resources for security updates, leaving devices vulnerable to exploitation. Regulatory frameworks governing pet device data protection remain underdeveloped compared to human medical device standards. High-profile security incidents could severely damage category reputation, making privacy-conscious consumers hesitant to adopt connected pet wearables.

Covid-19 Impact:

The COVID-19 pandemic created unprecedented opportunities for pet fitness tracking adoption as lockdowns increased pet ownership and heightened focus on health monitoring. Adoption rates surged dramatically, with millions of new households acquiring companion animals during restricted movement periods. Remote work arrangements allowed owners to observe pet behaviors more closely, increasing awareness of activity patterns and health irregularities. Simultaneously, restricted access to routine veterinary care made remote monitoring tools essential for managing pet health between limited appointments. These adoption trends have proven durable, with post-pandemic owners maintaining heightened commitment to proactive wellness tracking for their companion animals.

The Smart Collars segment is expected to be the largest during the forecast period

The Smart Collars segment is expected to account for the largest market share during the forecast period, benefiting from the familiar form factor that dogs already accept wearing daily. These devices integrate seamlessly into existing pet routines, with sensors embedded directly into collar designs requiring no additional attachment steps from owners. Smart collars typically offer comprehensive functionality including activity tracking, GPS location monitoring, temperature sensing, and health metrics analysis within a single integrated product. The collar format allows for larger battery capacities

compared to clip-on alternatives, enabling extended operation between charges. Established consumer familiarity with traditional collars reduces adoption barriers, making smart collars the preferred entry point for first-time pet fitness technology purchasers.

The AI & Machine Learning Integration segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the AI & Machine Learning Integration segment is predicted to witness the highest growth rate, as predictive analytics capabilities transform raw activity data into actionable health insights. These intelligent systems learn individual pet baselines over time, enabling detection of subtle deviations that may indicate emerging health conditions before clinical symptoms appear. AI-powered platforms can differentiate between normal playfulness and concerning restlessness, distinguish exercise-related fatigue from illness-related lethargy, and recognize breed-specific activity patterns. As cloud computing costs decrease and edge processing capabilities improve, advanced analytics become accessible across price points, democratizing predictive health monitoring. Manufacturers investing heavily in AI differentiation drive rapid expansion of this technology segment throughout the forecast timeline.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by the world's highest pet ownership rates and advanced digital health adoption culture. The United States alone has over ninety million pet-owning households, creating substantial addressable market for fitness tracking devices. Mature veterinary infrastructure and widespread pet insurance adoption facilitate integration of tracker data into professional healthcare decisions. Strong venture capital investment in pet technology startups continuously introduces innovative products while established consumer electronics brands enter the category. High disposable incomes and cultural emphasis on preventive healthcare create ideal conditions for premium wearable adoption, ensuring North America maintains market leadership throughout the forecast period.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by rapidly rising pet ownership among urban middle-class households and increasing awareness of pet wellness. China's expanding pet economy, Japan's

aging pet population requiring health monitoring, and India's emerging premium pet care segment collectively create substantial growth opportunities. Urbanization concentrates pets in apartment environments where activity tracking becomes particularly valuable for ensuring adequate exercise without outdoor space. E-commerce platforms increasingly offer international pet technology brands alongside growing domestic manufacturers. Government initiatives supporting smart city development include companion animal management systems, creating infrastructure that complements fitness tracking adoption across the region.

Key players in the market

Some of the key players in Pet Fitness Tracking Market include FitBark Inc., Whistle Labs Inc., Garmin Ltd., Tractive GmbH, PetPace Ltd., Sure Petcare, Loc8tor Ltd., Dogtra Company, Invoxia, Petcube Inc., Wagz Inc., Scollar Inc., Poof Inc., Link AKC, Kippy Srl, Tabcat, GetSetPet, and Mishiko.

Key Developments:

In February 2026, Sure Petcare expanded its 'Animo' line of activity trackers to include 'Family Sharing' features, allowing multiple caregivers to track a pet's fitness goals across different mobile devices.

In August 2025, PetPace launched its AI Epilepsy Monitoring feature, designed to track canine seizures and provide alerts to owners when they are away.

In March 2025, Invoxia acquired Caremitou, a move aimed at integrating feline-specific health monitoring (including litter box analysis) into their wearable ecosystem.

Product Types Covered:

Smart Collars

GPS Pet Trackers

Activity Monitoring Devices

Smart Harnesses & Wearables

Smart Tags & Clip-on Devices

Multi-functional Hybrid Devices

Core Technologies Covered:

Sensor-Based Tracking

Motion Sensors

Accelerometers

Temperature Sensors

RFID Technology

AI & Machine Learning Integration

Cloud & Data Analytics Platforms

Energy-Efficient & Battery Technologies

Pet Types Covered:

Dogs

Cats

Other Pets

Components Covered:

Hardware

Software

Services

Connectivity Types Covered:

Bluetooth

Wi-Fi

Cellular Networks

Satellite Communication

Applications Covered:

Activity Monitoring

Location Tracking & Geofencing

Behavior Monitoring & Control

Health & Wellness Monitoring

Safety & Security

Medical Diagnosis & Preventive Care

End Users Covered:

Individual Pet Owners

Veterinary Clinics

Pet Care Centers & Training Facilities

Animal Shelters & NGOs

Commercial & Professional Users

Distribution Channels Covered:

Online Channels

Offline Channels

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 PET FITNESS TRACKING MARKET, BY PRODUCT TYPE

- 5.1 Smart Collars
- 5.2 GPS Pet Trackers
- 5.3 Activity Monitoring Devices
- 5.4 Smart Harnesses & Wearables
- 5.5 Smart Tags & Clip-on Devices
- 5.6 Multi-functional Hybrid Devices

6 GLOBAL PET FITNESS TRACKING MARKET, BY CORE TECHNOLOGY

- 6.1 Sensor-Based Tracking
- 6.2 Motion Sensors
- 6.3 Accelerometers
- 6.4 Temperature Sensors
- 6.5 RFID Technology
- 6.6 AI & Machine Learning Integration
- 6.7 Cloud & Data Analytics Platforms
- 6.8 Energy-Efficient & Battery Technologies

7 GLOBAL PET FITNESS TRACKING MARKET, BY PET TYPE

- 7.1 Dogs
- 7.2 Cats
- 7.3 Other Pets

8 GLOBAL PET FITNESS TRACKING MARKET, BY COMPONENT

- 8.1 Hardware
- 8.2 Software
- 8.3 Services
 - 8.3.1 Subscription-Based Services
 - 8.3.2 Data Analytics Services
 - 8.3.3 Veterinary Integration Services

9 GLOBAL PET FITNESS TRACKING MARKET, BY CONNECTIVITY TYPE

- 9.1 Bluetooth
- 9.2 Wi-Fi
- 9.3 Cellular Networks
- 9.4 Satellite Communication

10 GLOBAL PET FITNESS TRACKING MARKET, BY APPLICATION

- 10.1 Activity Monitoring
- 10.2 Location Tracking & Geofencing
- 10.3 Behavior Monitoring & Control
- 10.4 Health & Wellness Monitoring
- 10.5 Safety & Security
- 10.6 Medical Diagnosis & Preventive Care

11 GLOBAL PET FITNESS TRACKING MARKET, BY END USER

- 11.1 Individual Pet Owners
- 11.2 Veterinary Clinics
- 11.3 Pet Care Centers & Training Facilities
- 11.4 Animal Shelters & NGOs
- 11.5 Commercial & Professional Users

12 GLOBAL PET FITNESS TRACKING MARKET, BY DISTRIBUTION CHANNEL

- 12.1 Online Channels
 - 12.1.1 E-commerce Platforms
 - 12.1.2 Brand Websites
- 12.2 Offline Channels
 - 12.2.1 Pet Specialty Stores
 - 12.2.2 Veterinary Clinics
 - 12.2.3 Retail Chains

13 GLOBAL PET FITNESS TRACKING MARKET, BY GEOGRAPHY

- 13.1 North America
 - 13.1.1 United States
 - 13.1.2 Canada

- 13.1.3 Mexico
- 13.2 Europe
 - 13.2.1 United Kingdom
 - 13.2.2 Germany
 - 13.2.3 France
 - 13.2.4 Italy
 - 13.2.5 Spain
 - 13.2.6 Netherlands
 - 13.2.7 Belgium
 - 13.2.8 Sweden
 - 13.2.9 Switzerland
 - 13.2.10 Poland
 - 13.2.11 Rest of Europe
- 13.3 Asia Pacific
 - 13.3.1 China
 - 13.3.2 Japan
 - 13.3.3 India
 - 13.3.4 South Korea
 - 13.3.5 Australia
 - 13.3.6 Indonesia
 - 13.3.7 Thailand
 - 13.3.8 Malaysia
 - 13.3.9 Singapore
 - 13.3.10 Vietnam
 - 13.3.11 Rest of Asia Pacific
- 13.4 South America
 - 13.4.1 Brazil
 - 13.4.2 Argentina
 - 13.4.3 Colombia
 - 13.4.4 Chile
 - 13.4.5 Peru
 - 13.4.6 Rest of South America
- 13.5 Rest of the World (RoW)
 - 13.5.1 Middle East
 - 13.5.1.1 Saudi Arabia
 - 13.5.1.2 United Arab Emirates
 - 13.5.1.3 Qatar
 - 13.5.1.4 Israel
 - 13.5.1.5 Rest of Middle East

13.5.2 Africa

13.5.2.1 South Africa

13.5.2.2 Egypt

13.5.2.3 Morocco

13.5.2.4 Rest of Africa

14 STRATEGIC MARKET INTELLIGENCE

14.1 Industry Value Network and Supply Chain Assessment

14.2 White-Space and Opportunity Mapping

14.3 Product Evolution and Market Life Cycle Analysis

14.4 Channel, Distributor, and Go-to-Market Assessment

15 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

15.1 Mergers and Acquisitions

15.2 Partnerships, Alliances, and Joint Ventures

15.3 New Product Launches and Certifications

15.4 Capacity Expansion and Investments

15.5 Other Strategic Initiatives

16 COMPANY PROFILES

16.1 FitBark Inc.

16.2 Whistle Labs Inc.

16.3 Garmin Ltd.

16.4 Tractive GmbH

16.5 PetPace Ltd.

16.6 Sure Petcare

16.7 Loc8tor Ltd.

16.8 Dogtra Company

16.9 Invoxia

16.10 Petcube Inc.

16.11 Wagz Inc.

16.12 Scollar Inc.

16.13 Poof Inc.

16.14 Link AKC

16.15 Kippy Srl

16.16 Tabcat

16.17 GetSetPet

16.18 Mishiko

List Of Tables

LIST OF TABLES

Table 1 Global Pet Fitness Tracking Market Outlook, By Region (2023–2034) (\$MN)

Table 2 Global Pet Fitness Tracking Market Outlook, By Product Type (2023–2034) (\$MN)

Table 3 Global Pet Fitness Tracking Market Outlook, By Smart Collars (2023–2034) (\$MN)

Table 4 Global Pet Fitness Tracking Market Outlook, By GPS Pet Trackers (2023–2034) (\$MN)

Table 5 Global Pet Fitness Tracking Market Outlook, By Activity Monitoring Devices (2023–2034) (\$MN)

Table 6 Global Pet Fitness Tracking Market Outlook, By Smart Harnesses & Wearables (2023–2034) (\$MN)

Table 7 Global Pet Fitness Tracking Market Outlook, By Smart Tags & Clip-on Devices (2023–2034) (\$MN)

Table 8 Global Pet Fitness Tracking Market Outlook, By Multi-functional Hybrid Devices (2023–2034) (\$MN)

Table 9 Global Pet Fitness Tracking Market Outlook, By Core Technology (2023–2034) (\$MN)

Table 10 Global Pet Fitness Tracking Market Outlook, By Sensor-Based Tracking (2023–2034) (\$MN)

Table 11 Global Pet Fitness Tracking Market Outlook, By Motion Sensors (2023–2034) (\$MN)

Table 12 Global Pet Fitness Tracking Market Outlook, By Accelerometers (2023–2034) (\$MN)

Table 13 Global Pet Fitness Tracking Market Outlook, By Temperature Sensors (2023–2034) (\$MN)

Table 14 Global Pet Fitness Tracking Market Outlook, By RFID Technology (2023–2034) (\$MN)

Table 15 Global Pet Fitness Tracking Market Outlook, By AI & Machine Learning Integration (2023–2034) (\$MN)

Table 16 Global Pet Fitness Tracking Market Outlook, By Cloud & Data Analytics Platforms (2023–2034) (\$MN)

Table 17 Global Pet Fitness Tracking Market Outlook, By Energy-Efficient & Battery Technologies (2023–2034) (\$MN)

Table 18 Global Pet Fitness Tracking Market Outlook, By Pet Type (2023–2034) (\$MN)

Table 19 Global Pet Fitness Tracking Market Outlook, By Dogs (2023–2034) (\$MN)

Table 20 Global Pet Fitness Tracking Market Outlook, By Cats (2023–2034) (\$MN)

Table 21 Global Pet Fitness Tracking Market Outlook, By Other Pets (2023–2034) (\$MN)

Table 22 Global Pet Fitness Tracking Market Outlook, By Component (2023–2034) (\$MN)

Table 23 Global Pet Fitness Tracking Market Outlook, By Hardware (2023–2034) (\$MN)

Table 24 Global Pet Fitness Tracking Market Outlook, By Software (2023–2034) (\$MN)

Table 25 Global Pet Fitness Tracking Market Outlook, By Services (2023–2034) (\$MN)

Table 26 Global Pet Fitness Tracking Market Outlook, By Subscription-Based Services (2023–2034) (\$MN)

Table 27 Global Pet Fitness Tracking Market Outlook, By Data Analytics Services (2023–2034) (\$MN)

Table 28 Global Pet Fitness Tracking Market Outlook, By Veterinary Integration Services (2023–2034) (\$MN)

Table 29 Global Pet Fitness Tracking Market Outlook, By Connectivity Type (2023–2034) (\$MN)

Table 30 Global Pet Fitness Tracking Market Outlook, By Bluetooth (2023–2034) (\$MN)

Table 31 Global Pet Fitness Tracking Market Outlook, By Wi-Fi (2023–2034) (\$MN)

Table 32 Global Pet Fitness Tracking Market Outlook, By Cellular Networks (2023–2034) (\$MN)

Table 33 Global Pet Fitness Tracking Market Outlook, By Satellite Communication (2023–2034) (\$MN)

Table 34 Global Pet Fitness Tracking Market Outlook, By Application (2023–2034) (\$MN)

Table 35 Global Pet Fitness Tracking Market Outlook, By Activity Monitoring (2023–2034) (\$MN)

Table 36 Global Pet Fitness Tracking Market Outlook, By Location Tracking & Geofencing (2023–2034) (\$MN)

Table 37 Global Pet Fitness Tracking Market Outlook, By Behavior Monitoring & Control (2023–2034) (\$MN)

Table 38 Global Pet Fitness Tracking Market Outlook, By Health & Wellness Monitoring (2023–2034) (\$MN)

Table 39 Global Pet Fitness Tracking Market Outlook, By Safety & Security (2023–2034) (\$MN)

Table 40 Global Pet Fitness Tracking Market Outlook, By Medical Diagnosis & Preventive Care (2023–2034) (\$MN)

Table 41 Global Pet Fitness Tracking Market Outlook, By End User (2023–2034) (\$MN)

Table 42 Global Pet Fitness Tracking Market Outlook, By Individual Pet Owners (2023–2034) (\$MN)

Table 43 Global Pet Fitness Tracking Market Outlook, By Veterinary Clinics (2023–2034) (\$MN)

Table 44 Global Pet Fitness Tracking Market Outlook, By Pet Care Centers & Training Facilities (2023–2034) (\$MN)

Table 45 Global Pet Fitness Tracking Market Outlook, By Animal Shelters & NGOs (2023–2034) (\$MN)

Table 46 Global Pet Fitness Tracking Market Outlook, By Commercial & Professional Users (2023–2034) (\$MN)

Table 47 Global Pet Fitness Tracking Market Outlook, By Distribution Channel (2023–2034) (\$MN)

Table 48 Global Pet Fitness Tracking Market Outlook, By Online Channels (2023–2034) (\$MN)

Table 49 Global Pet Fitness Tracking Market Outlook, By E-commerce Platforms (2023–2034) (\$MN)

Table 50 Global Pet Fitness Tracking Market Outlook, By Brand Websites (2023–2034) (\$MN)

Table 51 Global Pet Fitness Tracking Market Outlook, By Offline Channels (2023–2034) (\$MN)

Table 52 Global Pet Fitness Tracking Market Outlook, By Pet Specialty Stores (2023–2034) (\$MN)

Table 53 Global Pet Fitness Tracking Market Outlook, By Veterinary Clinics (2023–2034) (\$MN)

Table 54 Global Pet Fitness Tracking Market Outlook, By Retail Chains (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.

I would like to order

Product name: Pet Fitness Tracking Market Forecasts to 2034 – Global Analysis By Product Type (Smart Collars, GPS Pet Trackers, Activity Monitoring Devices, Smart Harnesses & Wearables, Smart Tags & Clip-on Devices, and Multi-functional Hybrid Devices), Core Technology, Pet Type, Component, Connectivity Type, Application, End User, Distribution Channel, and By Geography

Product link: <https://marketpublishers.com/r/PB6D9F3A887BEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PB6D9F3A887BEN.html>