

Pet GPS Tracker Market Forecasts to 2034 – Global Analysis By Product Type (Collar-Mounted GPS Trackers, Harness-Mounted GPS Trackers, Clip-On GPS Trackers, and Integrated Smart Collar GPS Trackers), Communication Technology, Pet Type, Application, End User, Sales Channel, and By Geography

<https://marketpublishers.com/r/P3B193399AA4EN.html>

Date: August 2026

Pages: 200

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

ID: P3B193399AA4EN

Abstracts

According to Statistics MRC, the Global Pet GPS Tracker Market is accounted for \$1.02 billion in 2026 and is expected to reach \$2.50 billion by 2034 growing at a CAGR of 11.8% during the forecast period. Pet GPS trackers are innovative wearable devices designed to monitor and locate pets in real-time using Global Positioning System technology combined with various communication networks. These devices provide pet owners with peace of mind by enabling instant location tracking, geofencing alerts, activity monitoring, and escape prevention. The market encompasses collar-mounted trackers, harness-mounted trackers, clip-on trackers, and integrated smart collar GPS trackers utilizing communication technologies including cellular networks, Bluetooth, Wi-Fi, LPWAN, and satellite connectivity. Growing pet ownership, increasing awareness of pet safety and security, rising demand for smart pet products, and expanding adoption of connected pet technologies are key drivers of market expansion across all regions.

Market Dynamics:

Driver:

Increasing pet ownership and growing concern for pet safety

The rising global pet population and growing concern among pet owners for their animals' safety and security are primary drivers for the pet GPS tracker market. Pet owners increasingly view their companion animals as family members, driving investment in products that ensure their safety and well-being. GPS trackers provide peace of mind by enabling instant location tracking and escape alerts. The growing number of pet theft incidents and lost pets further drives adoption. As urbanization increases and pets are exposed to more potential hazards, demand for reliable tracking solutions grows. This trend toward treating pets as family members continues strengthening, sustaining strong market growth across all regions.

Restraint:

High device and subscription costs

The significant upfront cost of GPS tracking devices and ongoing subscription fees for cellular and satellite connectivity represent a major restraint for the market. Quality GPS trackers require substantial investment, with premium devices costing significantly more than basic alternatives. Monthly or annual subscription fees for cellular service, data plans, and platform access add to total ownership costs. Price sensitivity among some pet owner segments may limit adoption. Competition from lower-cost alternatives including Bluetooth trackers with limited range may attract price-conscious consumers. These cost factors may limit market penetration, particularly among budget-conscious pet owners.

Opportunity:

Integration of health monitoring and smart features

The growing integration of health monitoring capabilities and smart features with GPS tracking presents significant opportunities for pet GPS tracker market expansion. Advanced trackers now incorporate activity monitoring, sleep tracking, health alerts, and behavioral analytics, providing comprehensive pet wellness insights. Integration with smart home ecosystems, veterinary platforms, and pet care services creates value-added services. AI-powered analytics enable early detection of health issues and behavioral changes. As pet owners increasingly seek comprehensive wellness solutions, GPS trackers with integrated health monitoring capture growing market share, enabling enhanced functionality and engagement.

Threat:

Competition from alternative tracking solutions and built-in features

Competition from alternative pet tracking solutions including Bluetooth tags, QR code collars, and microchips poses significant threats to the GPS tracker market. Bluetooth trackers offer lower cost solutions for limited-range tracking. QR code collars and microchips provide identification without ongoing costs. Some pet insurance providers and veterinary services are incorporating tracking and identification features. Mobile apps with built-in lost pet networks offer community-based solutions. This competition may limit adoption of premium GPS trackers, particularly for pet owners who perceive alternative solutions as sufficient.

Covid-19 Impact:

The COVID-19 pandemic accelerated the pet GPS tracker market as pet ownership surged and pet owners spent more time with their animals, increasing awareness of pet health and safety. E-commerce sales increased dramatically, making products more accessible. Pet adoption and acquisition during lockdowns created new pet owners seeking tracking solutions. The trend toward outdoor activities and travel with pets increased demand for tracking devices. Post-pandemic, elevated pet ownership levels and continued focus on pet safety have sustained demand. The crisis reinforced the importance of pet safety and security, driving continued market growth.

The Collar-Mounted GPS Trackers segment is expected to be the largest during the forecast period

The Collar-Mounted GPS Trackers segment is expected to account for the largest market share during the forecast period, driven by their convenience, universal compatibility with standard collars, and wide availability across price points. Collar-mounted trackers attach easily to existing pet collars, offering a simple, cost-effective tracking solution. The segment benefits from established consumer awareness, extensive product variety, and continuous innovation in design and functionality. The segment serves pet owners across all demographics and budget segments. As the most accessible and widely adopted form factor, collar-mounted trackers maintain the largest product segment share throughout the forecast period.

The Cellular (4G/5G) segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Cellular (4G/5G) segment is predicted to witness the highest growth rate, fueled by the expansion of cellular network coverage, increasing availability of affordable data plans, and growing demand for real-time tracking with wide geographic coverage. Cellular-based GPS trackers offer real-time location updates with virtually unlimited range, enabling nationwide or international tracking. The segment benefits from declining cellular module costs and expanding IoT data plan availability. As network coverage expands and data costs decline, cellular GPS trackers deliver the fastest communication technology segment growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by high pet ownership rates, strong spending on pet care, and early adoption of innovative pet technology. The United States leads regional market growth with substantial investment in premium pet products. High awareness of pet safety and security drives tracker adoption. Established pet product distribution channels and e-commerce infrastructure support accessibility. Strong presence of GPS tracker manufacturers and technology innovation supports market growth. With high pet spending and established adoption, North America maintains its dominant market position.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by rising pet ownership, increasing disposable incomes, and growing awareness of pet safety and smart pet products across countries including China, India, Japan, and Southeast Asia. The region's rapidly growing pet population and expanding middle class create substantial demand for pet safety products. Growing urbanization and increasing pet ownership in urban environments drive adoption. E-commerce expansion is increasing product accessibility. As pet ownership continues growing and pet safety awareness increases, Asia Pacific delivers the fastest pet GPS tracker market growth globally.

Key players in the market

Some of the key players in Pet GPS Tracker Market include Tractive GmbH, Fi, Whistle Labs, Inc., Garmin Ltd., Jiobit (Life360), Invoxia, Pawfit, Weenect, Petfon Technology Co., Ltd., SATELLAI, Kippy S.r.l., Cube Tracker, Link AKC, Sure Petcare, PitPat, and Tabcat.

Key Developments:

In March 2026, Fi announced its international expansion into the UK and European Union markets, adapting its LTE-M connectivity and escape alert technology for European pet owners.

In October 2025, Life360 launched the Life360 Pet GPS tracker and community-powered Pet Finder Network, integrating pet tracking alongside family members and Tile-tagged items inside its unified application.

In June 2025, Pawfit announced the global release of Pawfit Lite, a streamlined 4G GPS location and activity tracker engineered for cats and small dogs weighing six pounds or more.

Product Types Covered:

Collar-Mounted GPS Trackers

Harness-Mounted GPS Trackers

Clip-On GPS Trackers

Integrated Smart Collar GPS Trackers

Communication Technologies Covered:

Cellular (2G/3G/4G/5G)

Bluetooth

Wi-Fi

LPWAN (NB-IoT, LTE-M, LoRa, Sigfox)

Satellite

Pet Types Covered:

Dogs

Cats

Horses

Other Pets

Applications Covered:

Real-Time Location Tracking

Activity and Fitness Monitoring

Geofencing and Escape Alerts

Health and Wellness Monitoring

End Users Covered:

Individual Pet Owners

Veterinary Clinics and Hospitals

Pet Shelters and Rescue Organizations

Pet Boarding and Daycare Centers

Pet Breeders and Kennels

Sales Channels Covered:

Online Retail

Offline Retail

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

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