

Pet GPS Tracking Devices Market Forecasts to 2034 – Global Analysis By Product Type (Standalone GPS Trackers, GPS Smart Collars, Wearable Tags, and Smart Harnesses and Accessories), Pet Type, Connectivity Type, Subscription Model, Price Range, Technology, Application, Distribution Channel, and By Geography

<https://marketpublishers.com/r/PAEE3431FE12EN.html>

Date: April 2026

Pages: 200

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

ID: PAEE3431FE12EN

Abstracts

According to Statistics MRC, the Global Pet GPS Tracking Devices 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 GPS tracking devices are wearable technologies that enable pet owners to monitor their animals' real-time locations, activity levels, and safety status through mobile applications and web-based platforms. These devices utilize global positioning system technology combined with cellular or radio frequency connectivity to provide accurate location data, geofencing alerts, and historical movement tracking. The market serves dog and cat owners, livestock managers, and pet care professionals seeking peace of mind and enhanced safety for animals under their supervision across various environments.

Market Dynamics:

Driver:

Rising pet ownership and humanization of pets

Growing numbers of households welcoming companion animals, combined with treating pets as family members, are significantly expanding the addressable market for GPS

tracking solutions. Pet owners increasingly invest in technologies that enhance animal safety, health monitoring, and overall well-being, viewing tracking devices as essential rather than optional accessories. This emotional connection translates into willingness to pay recurring subscription fees and premium prices for reliable tracking capabilities. The trend is particularly pronounced among millennial and Gen Z pet owners who have grown up with continuous connectivity and expect the same level of digital insight into their pets' whereabouts as they have for their own devices and vehicles.

Restraint:

Recurring subscription costs and device battery limitations

Ongoing monthly fees for cellular connectivity and platform access discourage price-sensitive pet owners who prefer one-time purchases without continuing financial obligations. Many consumers express frustration at paying subscription costs comparable to human mobile phone plans for pet tracking services, particularly when owning multiple animals. Additionally, battery life remains a practical constraint, with frequent charging requirements causing tracking gaps when devices are left unpowered. Active pets requiring constant monitoring face limitations as GPS and cellular connectivity consume significant battery power, forcing trade-offs between update frequency, device size, and operational duration that manufacturers continue struggling to optimize.

Opportunity:

Integration with smart home ecosystems and veterinary services

Expanding connectivity between tracking devices and broader pet care infrastructure creates valuable new revenue streams and user engagement pathways. Smart home platforms can incorporate location data to automate pet doors, food dispensers, and climate controls based on animal presence or absence from designated areas. Veterinary clinics can access activity and location histories to inform health assessments, while pet insurance providers may offer premium discounts for tracked animals. This ecosystem approach transforms GPS devices from simple locators into comprehensive pet wellness platforms, increasing customer retention and creating stickiness that reduces churn rates while justifying higher price points across both hardware and subscription tiers.

Threat:

Cellular network dependency and coverage gaps

Reliance on mobile network infrastructure creates critical vulnerabilities in rural and remote areas where pet owners most urgently need reliable tracking capabilities. Hiking trails, farmland, and wilderness areas frequently lack consistent cellular coverage, rendering GPS devices unable to transmit location data to owners despite maintaining accurate satellite positioning. Competing radio-frequency technologies offer extended range but require proprietary receivers, limiting consumer convenience. As pets explore beyond network boundaries, tracking systems fail precisely when needed most, generating negative user experiences that damage brand reputation and create consumer skepticism about overall product reliability, potentially slowing adoption among active outdoor enthusiasts and rural pet owners.

Covid-19 Impact:

The COVID-19 pandemic dramatically accelerated pet adoption rates while simultaneously increasing time spent outdoors with companion animals, creating ideal conditions for GPS tracking market expansion. Lockdown-driven loneliness prompted millions of households to acquire pets, expanding the total addressable market substantially. Remote work arrangements gave owners more opportunities to observe pet behavior and recognize the value of activity tracking. As restrictions eased and return-to-office policies emerged, concerns about leaving pets unattended intensified interest in monitoring solutions. This pandemic-driven pet population growth and heightened awareness of separation anxiety have created sustained demand that continues driving market momentum in the post-pandemic period.

The Subscription-Based Devices segment is expected to be the largest during the forecast period

The Subscription-Based Devices segment is expected to account for the largest market share during the forecast period, supported by the reliable cellular connectivity and continuous location updating these models provide. Manufacturers favor subscription offerings because they generate predictable recurring revenue streams that fund ongoing platform development, customer support, and network access fees. Pet owners benefit from seamless user experiences with real-time tracking, unlimited geofence creation, and extended historical data retention that free alternatives cannot match. Major brands have successfully normalized monthly fees by emphasizing the value of

immediate escape notifications and theft recovery assistance, establishing subscription models as the mainstream choice for serious pet owners prioritizing reliability over upfront cost savings.

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

Over the forecast period, the Premium Devices segment is predicted to witness the highest growth rate, reflecting increasing willingness among pet owners to invest in advanced features and superior build quality. Premium trackers offer extended battery life lasting weeks between charges, durable waterproof and shock-resistant construction suitable for active working dogs, and integrated health monitoring including heart rate and sleep quality analysis. Advanced models incorporate LTE-M and 5G connectivity for faster location updates, global roaming capabilities for traveling pet owners, and escape prevention features such as immediate escape detection alerts. As disposable incomes rise and pet humanization intensifies, demand for these sophisticated, higher-margin devices continues accelerating faster than economy alternatives.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by exceptionally high pet ownership rates, advanced mobile network infrastructure, and strong consumer technology adoption patterns. The United States alone accounts for over 90 million pet-owning households, creating an enormous addressable market for tracking solutions. Major manufacturers headquartered in the region benefit from established distribution channels through big-box retailers, pet specialty chains, and veterinary practices. Consumer awareness of tracking benefits is heightened by media coverage of lost pet recoveries facilitated by GPS technology. The region's extensive cellular coverage, including emerging 5G networks, enables reliable device performance that builds positive word-of-mouth and repeat purchasing behavior.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, fueled by rapidly expanding pet ownership among urban middle-class households and increasing disposable incomes across emerging economies. China and India are witnessing unprecedented growth in companion animal populations as cultural attitudes toward pets shift from utilitarian to emotional relationships. Rising awareness of pet safety technologies spreads through social media and international travel

exposure, while domestic manufacturers introduce competitively priced tracking devices suited to local market conditions. Government investments in telecommunications infrastructure, particularly 4G and 5G network expansion, improve device reliability across previously underserved areas, accelerating adoption among pet owners who previously lacked confidence in tracking technology performance.

Key players in the market

Some of the key players in Pet GPS Tracking Devices Market include Garmin Ltd., Whistle Labs Inc., Tractive GmbH, FitBark Inc., Link AKC, PetPace LLC, Cube Tracker Inc., Jobit Inc., Petcube Inc., Loc8tor Ltd., Dogtra Company, Tabcat Ltd., Kippy S.r.l., Weenect SAS, and Pawfit Ltd.

Key Developments:

In March 2026, Tractive and Bending Spoons announced a strategic acquisition partnership to integrate advanced AI-driven data processing into the Tractive mobile ecosystem, aiming to enhance predictive health modeling for millions of users.

In March 2026, FitBark announced a new partnership with several veterinary research universities in the UK to utilize its health-tracking data for long-term studies on canine obesity and the efficacy of weight-management diets.

In July 2025, Tractive acquired the Whistle brand and its connected wearable business from Mars Petcare for an undisclosed sum, effectively absorbing its largest North American competitor.

Product Types Covered:

Standalone GPS Trackers

GPS Smart Collars

Wearable Tags

Smart Harnesses and Accessories

Pet Types Covered:

Dogs

Cats

Other Pets

Connectivity Types Covered:

Cellular-Based Trackers

Bluetooth-Based Trackers

RF-Based Trackers

Multi-Connectivity Devices

Subscription Models Covered:

Subscription-Based Devices

Non-Subscription Devices

Freemium Models

Price Ranges Covered:

Low-Cost Devices

Mid-Range Devices

Premium Devices

Technologies Covered:

GPS + Cellular

GPS + Bluetooth

GPS + Wi-Fi

Radio Frequency Systems

Hybrid Tracking Technologies

Applications Covered:

Identification and Location Tracking

Safety and Security Monitoring

Activity and Behavior Monitoring

Health and Veterinary Monitoring

Training and Control

Distribution Channels Covered:

E-commerce

Pet Specialty Stores

Veterinary Clinics and Hospitals

Telecom and IoT Bundles

Mass Retail 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 GPS TRACKING DEVICES MARKET, BY PRODUCT TYPE

- 5.1 Standalone GPS Trackers
- 5.2 GPS Smart Collars
- 5.3 Wearable Tags
- 5.4 Smart Harnesses and Accessories

6 GLOBAL PET GPS TRACKING DEVICES MARKET, BY PET TYPE

- 6.1 Dogs
- 6.2 Cats
- 6.3 Other Pets

7 GLOBAL PET GPS TRACKING DEVICES MARKET, BY CONNECTIVITY TYPE

- 7.1 Cellular-Based Trackers
- 7.2 Bluetooth-Based Trackers
- 7.3 RF-Based Trackers
- 7.4 Multi-Connectivity Devices

8 GLOBAL PET GPS TRACKING DEVICES MARKET, BY SUBSCRIPTION MODEL

- 8.1 Subscription-Based Devices
- 8.2 Non-Subscription Devices
- 8.3 Freemium Models

9 GLOBAL PET GPS TRACKING DEVICES MARKET, BY PRICE RANGE

- 9.1 Low-Cost Devices
- 9.2 Mid-Range Devices
- 9.3 Premium Devices

10 GLOBAL PET GPS TRACKING DEVICES MARKET, BY TECHNOLOGY

- 10.1 GPS + Cellular

- 10.2 GPS + Bluetooth
- 10.3 GPS + Wi-Fi
- 10.4 Radio Frequency Systems
- 10.5 Hybrid Tracking Technologies

11 GLOBAL PET GPS TRACKING DEVICES MARKET, BY APPLICATION

- 11.1 Identification and Location Tracking
- 11.2 Safety and Security Monitoring
- 11.3 Activity and Behavior Monitoring
- 11.4 Health and Veterinary Monitoring
- 11.5 Training and Control

12 GLOBAL PET GPS TRACKING DEVICES MARKET, BY DISTRIBUTION CHANNEL

- 12.1 E-commerce
- 12.2 Pet Specialty Stores
- 12.3 Veterinary Clinics and Hospitals
- 12.4 Telecom and IoT Bundles
- 12.5 Mass Retail Channels

13 GLOBAL PET GPS TRACKING DEVICES 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 Garmin Ltd.
- 16.2 Whistle Labs Inc.
- 16.3 Tractive GmbH
- 16.4 FitBark Inc.
- 16.5 Link AKC
- 16.6 PetPace LLC
- 16.7 Cube Tracker Inc.
- 16.8 Jiobit Inc.
- 16.9 Petcube Inc.
- 16.10 Loc8tor Ltd.
- 16.11 Dogtra Company
- 16.12 Tabcat Ltd.
- 16.13 Kippy S.r.l.
- 16.14 Weenect SAS
- 16.15 Pawfit Ltd.

List Of Tables

LIST OF TABLES

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

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

Table 3 Global Pet GPS Tracking Devices Market Outlook, By Standalone GPS Trackers (2023–2034) (\$MN)

Table 4 Global Pet GPS Tracking Devices Market Outlook, By GPS Smart Collars (2023–2034) (\$MN)

Table 5 Global Pet GPS Tracking Devices Market Outlook, By Wearable Tags (2023–2034) (\$MN)

Table 6 Global Pet GPS Tracking Devices Market Outlook, By Smart Harnesses and Accessories (2023–2034) (\$MN)

Table 7 Global Pet GPS Tracking Devices Market Outlook, By Pet Type (2023–2034) (\$MN)

Table 8 Global Pet GPS Tracking Devices Market Outlook, By Dogs (2023–2034) (\$MN)

Table 9 Global Pet GPS Tracking Devices Market Outlook, By Cats (2023–2034) (\$MN)

Table 10 Global Pet GPS Tracking Devices Market Outlook, By Other Pets (2023–2034) (\$MN)

Table 11 Global Pet GPS Tracking Devices Market Outlook, By Connectivity Type (2023–2034) (\$MN)

Table 12 Global Pet GPS Tracking Devices Market Outlook, By Cellular-Based Trackers (2023–2034) (\$MN)

Table 13 Global Pet GPS Tracking Devices Market Outlook, By Bluetooth-Based Trackers (2023–2034) (\$MN)

Table 14 Global Pet GPS Tracking Devices Market Outlook, By RF-Based Trackers (2023–2034) (\$MN)

Table 15 Global Pet GPS Tracking Devices Market Outlook, By Multi-Connectivity Devices (2023–2034) (\$MN)

Table 16 Global Pet GPS Tracking Devices Market Outlook, By Subscription Model (2023–2034) (\$MN)

Table 17 Global Pet GPS Tracking Devices Market Outlook, By Subscription-Based Devices (2023–2034) (\$MN)

Table 18 Global Pet GPS Tracking Devices Market Outlook, By Non-Subscription Devices (2023–2034) (\$MN)

Table 19 Global Pet GPS Tracking Devices Market Outlook, By Freemium Models

(2023–2034) (\$MN)

Table 20 Global Pet GPS Tracking Devices Market Outlook, By Price Range

(2023–2034) (\$MN)

Table 21 Global Pet GPS Tracking Devices Market Outlook, By Low-Cost Devices

(2023–2034) (\$MN)

Table 22 Global Pet GPS Tracking Devices Market Outlook, By Mid-Range Devices

(2023–2034) (\$MN)

Table 23 Global Pet GPS Tracking Devices Market Outlook, By Premium Devices

(2023–2034) (\$MN)

Table 24 Global Pet GPS Tracking Devices Market Outlook, By Technology

(2023–2034) (\$MN)

Table 25 Global Pet GPS Tracking Devices Market Outlook, By GPS + Cellular

(2023–2034) (\$MN)

Table 26 Global Pet GPS Tracking Devices Market Outlook, By GPS + Bluetooth

(2023–2034) (\$MN)

Table 27 Global Pet GPS Tracking Devices Market Outlook, By GPS + Wi-Fi

(2023–2034) (\$MN)

Table 28 Global Pet GPS Tracking Devices Market Outlook, By Radio Frequency Systems (2023–2034) (\$MN)

Table 29 Global Pet GPS Tracking Devices Market Outlook, By Hybrid Tracking Technologies (2023–2034) (\$MN)

Table 30 Global Pet GPS Tracking Devices Market Outlook, By Application (2023–2034) (\$MN)

Table 31 Global Pet GPS Tracking Devices Market Outlook, By Identification and Location Tracking (2023–2034) (\$MN)

Table 32 Global Pet GPS Tracking Devices Market Outlook, By Safety and Security Monitoring (2023–2034) (\$MN)

Table 33 Global Pet GPS Tracking Devices Market Outlook, By Activity and Behavior Monitoring (2023–2034) (\$MN)

Table 34 Global Pet GPS Tracking Devices Market Outlook, By Health and Veterinary Monitoring (2023–2034) (\$MN)

Table 35 Global Pet GPS Tracking Devices Market Outlook, By Training and Control (2023–2034) (\$MN)

Table 36 Global Pet GPS Tracking Devices Market Outlook, By Distribution Channel (2023–2034) (\$MN)

Table 37 Global Pet GPS Tracking Devices Market Outlook, By E-commerce (2023–2034) (\$MN)

Table 38 Global Pet GPS Tracking Devices Market Outlook, By Pet Specialty Stores (2023–2034) (\$MN)

Table 39 Global Pet GPS Tracking Devices Market Outlook, By Veterinary Clinics and Hospitals (2023–2034) (\$MN)

Table 40 Global Pet GPS Tracking Devices Market Outlook, By Telecom and IoT Bundles (2023–2034) (\$MN)

Table 41 Global Pet GPS Tracking Devices Market Outlook, By Mass Retail Channels (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 GPS Tracking Devices Market Forecasts to 2034 – Global Analysis By Product Type (Standalone GPS Trackers, GPS Smart Collars, Wearable Tags, and Smart Harnesses and Accessories), Pet Type, Connectivity Type, Subscription Model, Price Range, Technology, Application, Distribution Channel, and By Geography

Product link: <https://marketpublishers.com/r/PAEE3431FE12EN.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/PAEE3431FE12EN.html>