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Pet Health Monitoring and Wearables Market Forecasts to 2034 – Global Analysis By Device Type (Smart Collars, Biometric Sensors, Smart Harnesses and Implantable Microchips with Health Monitoring), Connectivity, Application, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Pet Health Monitoring and Wearable's Market is accounted for $2.9 billion in 2026 and is expected to reach $7.1 billion by 2034 growing at a CAGR of 11.8% during the forecast period. Pet health monitoring wearable's are an emerging sector in the pet care market, using smart technologies like sensors, GPS systems, and biometric tools to monitor animal well-being. These gadgets allow pet owners to observe real-time data on heart rate, movement, sleep quality, and location. They support early identification of potential health problems and enhance preventive veterinary care. Continuous data collection also assists veterinarians in making more accurate diagnoses and treatment decisions. The growing popularity of smart collars and fitness trackers highlights increasing concern for pet wellness and the global trend of treating pets as family members worldwide pet care culture.

According to the American Pet Products Association (APPA), U.S. pet industry expenditures reached USD 147 billion in 2023, including USD 38.3 billion on veterinary care and product sales, which covers diagnostics and monitoring technologies.

Market Dynamics:

Driver:

Rising pet ownership and expenditure

An increase in global pet ownership is strongly influencing the growth of pet health monitoring wearables. Factors such as urban living, changing lifestyles, and higher income levels have led to more households adopting pets. As pet populations grow, spending on their healthcare and well-being has also risen. Pet owners are increasingly purchasing smart monitoring devices to ensure safety and proactive health management. This trend is evident across both developed and developing regions, where pets are treated as family members. Consequently, the expanding number of pets is driving greater demand for advanced wearable technologies and connected health solutions worldwide.

Restraint:

High cost of devices

The expensive nature of pet health monitoring wearables significantly restricts market expansion. Devices with features like GPS tracking, biometric sensors, and AI-based analytics are often beyond the budget of many pet owners. Ongoing subscription charges for apps and data services add to total costs. In lower-income regions, affordability remains a key obstacle to adoption. Many consumers continue relying on traditional pet care instead of advanced digital tools. High upfront prices combined with maintenance expenses discourage cost-sensitive buyers, limiting widespread acceptance even though awareness of pet health benefits and technological progress is steadily increasing across global markets.

Opportunity:

Development of subscription-based and data-driven services

Subscription-based and data-centric service models present strong growth opportunities in the pet wearable industry. Many companies now offer cloud platforms and mobile apps that deliver continuous health monitoring and insights for pets. These subscription services create steady revenue streams and improve user engagement. Data from wearable devices can be analyzed to provide personalized health updates, early warnings, and veterinary guidance. This enhances customer satisfaction and builds long-term loyalty. As digital adoption increases, combining wearable hardware with software-based services is becoming an important strategy for businesses to expand their reach and strengthen competitiveness in the global pet care market.

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Threat:

Intense market competition

Strong competition poses a significant risk in the pet wearable industry as more companies enter the market, including both startups and major tech firms. This growing competition leads to oversupply and puts pressure on product pricing, reducing profit margins. Businesses are forced to invest heavily in innovation and development to stay competitive. However, larger corporations with established brands and greater financial strength often dominate the space. Smaller firms struggle to maintain visibility and market share. As rivalry increases, retaining customers becomes more difficult, which may limit growth opportunities for weaker players in the global pet health monitoring market overall.

Covid-19 Impact:

The COVID-19 outbreak greatly influenced the pet health monitoring and wearables industry by speeding up the use of digital pet care technologies. During lockdowns and limited access to veterinary clinics, pet owners depended more on smart wearables to track their pets' health remotely. This led to higher demand for GPS-enabled collars and health tracking devices as people stayed home with pets. Online retail channels also grew, improving product availability. Although early supply chain disruptions and production delays affected the market, the pandemic ultimately increased awareness of pet wellness and promoted a shift toward preventive, tech-based pet healthcare worldwide.

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 because of their practicality, multifunctionality, and high acceptance among pet owners. These devices combine features such as GPS tracking, activity measurement, and basic health monitoring in a single wearable form. They are widely preferred as they are simple to use, non-invasive, and comfortable for pets during everyday activities. Smart collars also provide real-time location updates and behavioural tracking, improving pet safety and care. Compared to more complex technologies like implantable chips or advanced sensors, they are more affordable and accessible, making them the most popular segment globally in the market.

The disease detection and preventive care segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the disease detection and preventive care segment is predicted to witness the highest growth rate, driven by increasing emphasis on early illness identification and proactive wellness management. This segment utilizes intelligent sensors and data analytics to continuously observe pet health indicators and detect abnormalities at an early stage. Growing awareness of preventive veterinary care and rising treatment expenses are encouraging pet owners to adopt such solutions. The capability to issue timely warnings and minimize serious health risks supports its rapid expansion, positioning it as the most dynamic and fastest-growing segment in the industry worldwide.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share because of its high level of pet ownership, well-developed veterinary services, and rapid adoption of advanced digital technologies. Pet owners in this region are highly inclined to invest in pet wellness products, boosting the use of smart collars, health trackers, and GPS-enabled devices. Strong presence of key industry players and continuous technological advancements further strengthen its position. Growing awareness of preventive healthcare for pets and widespread use of connected IoT solutions also contribute significantly. These factors collectively make North America the most dominant regional market in this industry globally.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, supported by increasing urban development, higher income levels, and rising pet ownership in countries like China, India, and Japan. Awareness regarding pet health and wellness is improving rapidly, encouraging adoption of smart monitoring devices. Expanding middle-class populations and strong e-commerce growth are also making these products more accessible. Furthermore, growing investments from both international and regional companies in advanced pet technologies are fuelling expansion. These combined factors make Asia-Pacific the fastest-growing market for pet wearable solutions worldwide.

Key players in the market

Some of the key players in Pet Health Monitoring and Wearables Market include Whistle Labs, Inc., FitBark, Inc., PetPace Ltd., Garmin Ltd., Tractive GmbH, Dogtra Company, Loc8tor Ltd., Wagz Inc., Link AKC, Felcana Ltd., Fi Holdings Inc., Gibi Technologies Inc., Scollar Inc., Latsen Technology Ltd., Kyon Inc., Pod Trackers Pty Ltd., DOTT LLC and Animo Ltd.

Key Developments:

In April 2026, PetPace announced the PetPace AI and Machine Learning Smart Health Monitoring Collar is now available on Macys.com bringing the most advanced pet health monitoring wearables to millions of pet parents shopping the retailer’s fast-growing online marketplace. The addition reflects surging consumer interest in advanced AI smart pet technology as owners increasingly seek proactive ways to monitor their pets’ wellness and catch health issues early.

In January 2026, Garmin announced the expansion of its automotive technology collaboration with Qualcomm Technologies through the introduction of the Nexus automotive-grade High Performance Compute (HPC) platform. The company, which currently trades at a P/E ratio of 25.12 and has maintained strong financial health with an impressive Altman Z-Score of 13.84, continues to invest in technological innovation despite recent stock price weakness.

In July 2025, Tractive announced it has acquired Whistle, the connected pet wearable brand owned by Mars Petcare. This strategic acquisition adds Whistle’s customer base and technology assets to Tractive, reinforcing its leadership in the fast-growing pet tech market. Founded in Austria in 2012, Tractive has established itself as the world's leading provider of smart GPS and health trackers for pets, serving over 1.4 million active users worldwide with millions of devices sold globally.

Device Types Covered:

- Smart Collars
- Biometric Sensors
- Smart Harnesses
- Implantable Microchips with Health Monitoring

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Connectivities Covered:

- Bluetooth
- Wi-Fi
- Cellular (LTE/5G)

Applications Covered:

- Activity & Fitness Tracking
- Vital Signs Monitoring
- Stress & Anxiety Monitoring
- Disease Detection & Preventive Care

End Users Covered:

- Individual Pet Owners
- Veterinary Clinics
- Pet Insurance Providers

Regions Covered:

- North America
- United States
- Canada
- Mexico

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France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

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Australia

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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

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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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List Of Tables

LIST OF TABLES

Clinics (2023-2034) ($MN)
Table 19 Global Pet Health Monitoring and Wearables Market Outlook, By Pet Insurance Providers (2023-2034) ($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.

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