

Pet Mobility Tracking Technologies Market Forecasts to 2034 – Global Analysis By Product Type (Smart Collars, Harnesses, Clip-On Tags, Implantable Microchips and Modular Wearables), Animal Type, Technology, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Pet Mobility Tracking Technologies Market is accounted for \$1.8 billion in 2026 and is expected to reach \$5.5 billion by 2034 growing at a CAGR of 14.9% during the forecast period. Pet Mobility Tracking Technologies refer to devices, software platforms, and monitoring systems designed to track, analyze, and manage the movement, location, and activity patterns of companion animals. These technologies typically utilize GPS, radio-frequency identification (RFID), Bluetooth, cellular networks, sensors, and data analytics to provide real-time or historical mobility information. Their primary purpose is to enhance pet safety, support health and behavioral monitoring, assist in the recovery of lost animals, and enable owners and caregivers to make informed decisions regarding pet welfare and activity management.

Market Dynamics:

Driver:

Pet safety and loss prevention

The persistent and emotionally significant problem of lost and stolen companion animals is the primary demand driver for pet mobility tracking device adoption globally. Industry estimates indicate that millions of pets are lost or stolen annually, with a substantial proportion never reunited with their owners. GPS and cellular LTE tracking collars provide real-time location data that dramatically improves recovery rates compared to

passive identification methods. Geofencing alert capabilities enable proactive notification when animals venture beyond designated safe boundaries. Increasing urban pet ownership, where traffic and population density amplify loss risks, sustains consistent consumer demand for wearable tracking solutions.

Restraint:

Battery life and device weight

The technical constraints of real-time GPS and cellular tracking hardware impose battery duration and physical weight limitations that reduce wearability comfort and user satisfaction. Continuous GPS polling in urban environments depletes device batteries within 24 to 48 hours, requiring frequent recharging cycles that create an ownership burden. Device weight relative to small cat and toy-breed dog body mass limits adoption among lightweight companion animal categories. Waterproofing requirements for active outdoor animals add engineering complexity and manufacturing cost. Competitive pressure to simultaneously improve location accuracy, battery longevity, and miniaturization creates persistent product development trade-offs.

Opportunity:

Insurance telematics integration

The integration of pet mobility tracking data with pet insurance telematics programs represents a significant commercial opportunity for device manufacturers. Usage-based insurance models that adjust premiums based on verified activity levels and geofencing compliance are being piloted by progressive pet insurance carriers. Data partnerships between tracking device companies and insurers create new subscription revenue streams and reduce customer acquisition costs. Behavioral and health data collected through tracking platforms enable more accurate risk profiling for underwriting. The convergence of connected device ecosystems and insurance analytics positions tracking platforms as central nodes in data-driven pet health management infrastructures.

Threat:

Multi-network subscription costs

The recurring cellular subscription costs required for LTE-based pet tracking services

represent a significant adoption barrier for price-sensitive consumer segments. Monthly connectivity fees layered onto initial hardware costs increase the total cost of ownership compared to passive identification alternatives such as microchips and ID tags. Consumer dissatisfaction with coverage dead zones in rural areas reduces perceived reliability. Competing low-cost Bluetooth trackers offering proximity-based detection without subscription fees capture price-sensitive segments, constraining premium LTE device market penetration. Fragmented carrier relationships across international markets complicate seamless global tracking service delivery.

Covid-19 Impact:

The COVID-19 pandemic generated unprecedented pet adoption volumes, substantially expanding the installed population of trackable animals globally. Extended home confinement initially reduced outdoor pet mobility, temporarily suppressing tracking use cases. However, pandemic-era pet owners demonstrated strong technology adoption behaviors, accelerating connected device purchase decisions. Supply chain disruptions delayed GPS and cellular module deliveries, constraining hardware production during peak 2020 and 2021 demand. Post-pandemic, elevated outdoor activity levels among both pets and owners sustained demand for real-time mobility monitoring products.

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, due to its dominant position as the primary form factor for integrating multiple tracking and health monitoring technologies in a single wearable device. Smart collars accommodate GPS receivers, cellular modems, accelerometers, and heart rate sensors within a familiar attachment mechanism that requires no behavioral modification from the animal. Established brands including Garmin Ltd., Tractive GmbH, and Whistle Labs Inc. have built substantial consumer recognition around collar-format tracking products. Ongoing miniaturization trends are enabling multi-sensor integration without significant weight increase.

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

Over the forecast period, the dogs segment is predicted to witness the highest growth rate, driven by the global dominance of dogs as companion animals and the highest per-capita spending on dog health and safety products relative to other species. Dog tracking adoption is accelerating as smart collar products become mainstream accessories endorsed by veterinarians, trainers, and pet insurers. AI-driven behavioral

analytics features tailored to canine activity patterns are creating differentiated value propositions that justify premium device pricing. Breed-specific health monitoring use cases, including cardiac and respiratory condition tracking, are expanding functional utility beyond simple location monitoring.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, due to the highest concentration of GPS tracking device manufacturers, a large and growing companion animal population, and strong consumer adoption of premium connected pet accessories. The United States is home to leading platform providers, including Garmin Ltd., Whistle Labs Inc., Fi Smart Dog Collar, and Jibit. High smartphone penetration enables seamless mobile app integration that drives device utility and retention. Established pet insurance infrastructure creates a receptive environment for tracking-integrated underwriting programs.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, due to rapidly expanding urban pet ownership in China, Japan, South Korea, and India, and growing consumer awareness of connected pet safety technologies. Chinese manufacturers, including Shenzhen Jimi IOT Co., Ltd. and China Mobile, are deploying affordable NB-IoT and GPS tracking solutions tailored for domestic and export markets. Government digital infrastructure investments are improving cellular and NB-IoT coverage in semi-urban areas, expanding the usable geographic footprint for tracking devices. Rising disposable incomes among urban millennial pet owners support premium device adoption.

Key players in the market

Some of the key players in Pet Mobility Tracking Technologies Market include Garmin Ltd., Tractive GmbH, Whistle Labs Inc., Fi Smart Dog Collar, Link AKC, PetPace, Jibit, PETBIZ, AIPITE, China Mobile, Shenzhen Jimi IOT Co.Ltd, Pawtrack, Gibi Technologies, Kippy, and Sure Petcare.

Key Developments:

In May 2026, Garmin Ltd. launched the Alpha 310 multi-dog GPS tracking and training system featuring extended 20-mile range, real-time topographic mapping, AI-powered

behavioral alert notifications, and enhanced battery life of up to 40 hours per charge.

In April 2026, Tractive GmbH introduced a next-generation LTE-M cat tracking collar with 30 percent reduced device weight, extended 10-day battery life, and a new sleep quality and activity score dashboard integrated within its premium subscription platform.

In March 2026, Fi Smart Dog Collar expanded its Series 3 smart collar platform with a new health monitoring module incorporating resting heart rate tracking, sleep stage analysis, and AI-generated weekly wellness reports benchmarked against breed-specific activity norms.

Product Types Covered:

Smart Collars

Harnesses

Clip-On Tags

Implantable Microchips

Modular Wearables

Animal Types Covered:

Dogs

Cats

Livestock

Exotic Pets

Technologies Covered:

GPS Trackers

NB-IoT Trackers

Bluetooth Trackers

RFID Trackers

Cellular LTE Trackers

UWB Trackers

Accelerometer-Based Activity Trackers

Applications Covered:

Location Tracking

Health and Activity Monitoring

Behavioral Analytics

Geofencing and Safety Alerts

Fleet Tracking for Pet Care Services

Anti-Theft Tracking

End Users Covered:

Pet Owners

Veterinary Clinics

Animal Shelters

Pet Service Providers

Insurance Companies

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 MOBILITY TRACKING TECHNOLOGIES MARKET, BY PRODUCT TYPE

- 5.1 Smart Collars
- 5.2 Harnesses
- 5.3 Clip-On Tags
- 5.4 Implantable Microchips
- 5.5 Modular Wearables

6 GLOBAL PET MOBILITY TRACKING TECHNOLOGIES MARKET, BY ANIMAL TYPE

- 6.1 Dogs
- 6.2 Cats
- 6.3 Livestock
- 6.4 Exotic Pets

7 GLOBAL PET MOBILITY TRACKING TECHNOLOGIES MARKET, BY TECHNOLOGY

- 7.1 GPS Trackers
- 7.2 NB-IoT Trackers
- 7.3 Bluetooth Trackers
- 7.4 RFID Trackers
- 7.5 Cellular LTE Trackers
- 7.6 UWB Trackers
- 7.7 Accelerometer-Based Activity Trackers

8 GLOBAL PET MOBILITY TRACKING TECHNOLOGIES MARKET, BY APPLICATION

- 8.1 Location Tracking
- 8.2 Health and Activity Monitoring
- 8.3 Behavioral Analytics
- 8.4 Geofencing and Safety Alerts

8.5 Fleet Tracking for Pet Care Services

8.6 Anti-Theft Tracking

9 GLOBAL PET MOBILITY TRACKING TECHNOLOGIES MARKET, BY END USER

9.1 Pet Owners

9.2 Veterinary Clinics

9.3 Animal Shelters

9.4 Pet Service Providers

9.5 Insurance Companies

10 GLOBAL PET MOBILITY TRACKING TECHNOLOGIES MARKET, BY GEOGRAPHY

10.1 North America

10.1.1 United States

10.1.2 Canada

10.1.3 Mexico

10.2 Europe

10.2.1 United Kingdom

10.2.2 Germany

10.2.3 France

10.2.4 Italy

10.2.5 Spain

10.2.6 Netherlands

10.2.7 Belgium

10.2.8 Sweden

10.2.9 Switzerland

10.2.10 Poland

10.2.11 Rest of Europe

10.3 Asia Pacific

10.3.1 China

10.3.2 Japan

10.3.3 India

10.3.4 South Korea

10.3.5 Australia

10.3.6 Indonesia

10.3.7 Thailand

10.3.8 Malaysia

- 10.3.9 Singapore
- 10.3.10 Vietnam
- 10.3.11 Rest of Asia Pacific
- 10.4 South America
 - 10.4.1 Brazil
 - 10.4.2 Argentina
 - 10.4.3 Colombia
 - 10.4.4 Chile
 - 10.4.5 Peru
 - 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
 - 10.5.1 Middle East
 - 10.5.1.1 Saudi Arabia
 - 10.5.1.2 United Arab Emirates
 - 10.5.1.3 Qatar
 - 10.5.1.4 Israel
 - 10.5.1.5 Rest of Middle East
 - 10.5.2 Africa
 - 10.5.2.1 South Africa
 - 10.5.2.2 Egypt
 - 10.5.2.3 Morocco
 - 10.5.2.4 Rest of Africa

11 STRATEGIC MARKET INTELLIGENCE

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

13 COMPANY PROFILES

- 13.1 Garmin Ltd.
- 13.2 Tractive GmbH
- 13.3 Whistle Labs Inc.
- 13.4 Fi Smart Dog Collar
- 13.5 Link AKC
- 13.6 PetPace
- 13.7 Jiobit
- 13.8 PETBIZ
- 13.9 AIPITE
- 13.10 China Mobile
- 13.11 Shenzhen Jimi IOT Co.Ltd
- 13.12 Pawtrack
- 13.13 Gibi Technologies
- 13.14 Kippy
- 13.15 Sure Petcare

List Of Tables

LIST OF TABLES

Table 1 Global Pet Mobility Tracking Technologies Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Pet Mobility Tracking Technologies Market Outlook, By Product Type (2023-2034) (\$MN)

Table 3 Global Pet Mobility Tracking Technologies Market Outlook, By Smart Collars (2023-2034) (\$MN)

Table 4 Global Pet Mobility Tracking Technologies Market Outlook, By Harnesses (2023-2034) (\$MN)

Table 5 Global Pet Mobility Tracking Technologies Market Outlook, By Clip-On Tags (2023-2034) (\$MN)

Table 6 Global Pet Mobility Tracking Technologies Market Outlook, By Implantable Microchips (2023-2034) (\$MN)

Table 7 Global Pet Mobility Tracking Technologies Market Outlook, By Modular Wearables (2023-2034) (\$MN)

Table 8 Global Pet Mobility Tracking Technologies Market Outlook, By Animal Type (2023-2034) (\$MN)

Table 9 Global Pet Mobility Tracking Technologies Market Outlook, By Dogs (2023-2034) (\$MN)

Table 10 Global Pet Mobility Tracking Technologies Market Outlook, By Cats (2023-2034) (\$MN)

Table 11 Global Pet Mobility Tracking Technologies Market Outlook, By Livestock (2023-2034) (\$MN)

Table 12 Global Pet Mobility Tracking Technologies Market Outlook, By Exotic Pets (2023-2034) (\$MN)

Table 13 Global Pet Mobility Tracking Technologies Market Outlook, By Technology (2023-2034) (\$MN)

Table 14 Global Pet Mobility Tracking Technologies Market Outlook, By GPS Trackers (2023-2034) (\$MN)

Table 15 Global Pet Mobility Tracking Technologies Market Outlook, By NB-IoT Trackers (2023-2034) (\$MN)

Table 16 Global Pet Mobility Tracking Technologies Market Outlook, By Bluetooth Trackers (2023-2034) (\$MN)

Table 17 Global Pet Mobility Tracking Technologies Market Outlook, By RFID Trackers (2023-2034) (\$MN)

Table 18 Global Pet Mobility Tracking Technologies Market Outlook, By Cellular LTE

Trackers (2023-2034) (\$MN)

Table 19 Global Pet Mobility Tracking Technologies Market Outlook, By UWB Trackers (2023-2034) (\$MN)

Table 20 Global Pet Mobility Tracking Technologies Market Outlook, By Accelerometer-Based Activity Trackers (2023-2034) (\$MN)

Table 21 Global Pet Mobility Tracking Technologies Market Outlook, By Application (2023-2034) (\$MN)

Table 22 Global Pet Mobility Tracking Technologies Market Outlook, By Location Tracking (2023-2034) (\$MN)

Table 23 Global Pet Mobility Tracking Technologies Market Outlook, By Health and Activity Monitoring (2023-2034) (\$MN)

Table 24 Global Pet Mobility Tracking Technologies Market Outlook, By Behavioral Analytics (2023-2034) (\$MN)

Table 25 Global Pet Mobility Tracking Technologies Market Outlook, By Geofencing and Safety Alerts (2023-2034) (\$MN)

Table 26 Global Pet Mobility Tracking Technologies Market Outlook, By Fleet Tracking for Pet Care Services (2023-2034) (\$MN)

Table 27 Global Pet Mobility Tracking Technologies Market Outlook, By Anti-Theft Tracking (2023-2034) (\$MN)

Table 28 Global Pet Mobility Tracking Technologies Market Outlook, By End User (2023-2034) (\$MN)

Table 29 Global Pet Mobility Tracking Technologies Market Outlook, By Pet Owners (2023-2034) (\$MN)

Table 30 Global Pet Mobility Tracking Technologies Market Outlook, By Veterinary Clinics (2023-2034) (\$MN)

Table 31 Global Pet Mobility Tracking Technologies Market Outlook, By Animal Shelters (2023-2034) (\$MN)

Table 32 Global Pet Mobility Tracking Technologies Market Outlook, By Pet Service Providers (2023-2034) (\$MN)

Table 33 Global Pet Mobility Tracking Technologies Market Outlook, By Insurance Companies (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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