

# **Pet-Safety and Collar-Mounted Devices Market Forecasts to 2034 – Global Analysis By Device Type (GPS-Enabled Collars, Smart Harnesses, Biometric Health Trackers and RFID Safety Tags), Connectivity, Distribution Channel, Application and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Pet-Safety and Collar-Mounted Devices Market is accounted for \$2.7 billion in 2026 and is expected to reach \$6.6 billion by 2034 growing at a CAGR of 12.0% during the forecast period. Pet safety collar-mounted gadgets are innovative wearable systems aimed at improving the security, tracking, and health monitoring of companion animals such as dogs and cats. Built with GPS modules, motion sensors, and health tracking features, these smart collars help owners observe real-time location, detect unusual activities, and receive instant notifications. They are valuable in preventing pets from getting lost, supporting medical condition management, and enhancing outdoor safety. Modern models may include geofencing, temperature alerts, and emergency signaling functions. With increasing pet adoption worldwide, these intelligent devices are becoming an important part of modern, responsible and technology-driven pet management systems.

According to the European Pet Food Industry Federation, Europe had 91 million households owning pets, with 125 million cats and 104 million dogs. This scale of ownership supports adoption of collar-mounted tracking and health devices.

### **Market Dynamics:**

Driver:

Rising pet humanization trend

A key factor driving growth in this market is the increasing tendency to treat pets as part of the family. Pet owners are now more emotionally attached and willing to spend on advanced safety technologies. This has led to rising adoption of smart collars equipped with tracking systems, health sensors, and instant notification features. These devices help owners monitor pets even when they are not physically present. Busy lifestyles further increase reliance on such technologies for reassurance and care. Overall, the humanization of pets is strongly influencing demand for intelligent and connected pet safety solutions worldwide.

#### Restraint:

##### High cost of advanced smart collars

One of the key challenges limiting market growth is the high price of advanced smart collars. Devices with GPS, health sensors, and connected features are often costly for many pet owners. In price-sensitive regions, this becomes a major barrier despite increasing awareness about pet safety. Ongoing subscription fees for tracking and monitoring services add to the overall expense. As a result, many consumers continue using basic collars instead of smart alternatives. This affordability issue reduces adoption rates and restricts the growth of the market, particularly in developing countries and among lower- and middle-income households.

#### Opportunity:

##### Increasing focus on pet insurance and health ecosystems

The expansion of pet insurance services offers a strong opportunity for smart collar technologies. Insurance providers are starting to support the use of tracking and health-monitoring devices to better assess risks and verify claims. Smart collars can supply continuous health data, which helps in preventive care and cost reduction. This improves efficiency for both insurers and pet owners. Partnerships between insurance companies and pet tech firms can also create bundled offers and incentives. This collaboration strengthens the overall pet care system and encourages wider adoption of advanced monitoring devices.

#### Threat:

##### Intense market competition and price pressure

One major threat in this market is the high level of competition among manufacturers. Many companies are producing similar smart collars with tracking and health features, which makes products less differentiated. This leads to price wars and reduced profit margins. Smaller companies often find it difficult to compete with large, established brands that have better resources and marketing power. To stay competitive, firms must either reduce prices or add more features, which increases costs. This intense competition can limit profitability and slow down long-term innovation and market expansion.

#### Covid-19 Impact:

The pandemic created both positive and negative effects on this market. While restrictions initially disrupted production, logistics, and retail sales, the surge in pet adoption during lockdowns increased demand for pet-related products, including smart safety collars. With more people working from home, the need for location tracking declined temporarily, but attention toward pet health and well-being grew. As conditions normalized, the market experienced strong recovery driven by higher digital engagement and increased spending on pet care. Overall, COVID-19 accelerated long-term growth trends despite short-term challenges in supply chains and device availability.

The GPS-enabled collars segment is expected to be the largest during the forecast period

The GPS-enabled collars segment is expected to account for the largest market share during the forecast period because of their strong tracking functionality and high consumer demand. These collars help owners locate pets instantly, create boundary limits, and get notifications if pets move outside safe areas. Their effectiveness in ensuring pet security, especially outdoors, makes them highly popular. Improvements in tracking precision, battery efficiency, and smart phone connectivity have increased their appeal. Moreover, user-friendly features and gradually reducing costs have made them accessible to a wider audience, reinforcing their position as the most widely used solution in the pet safety and collar-mounted devices industry.

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

Over the forecast period, the online retail segment is predicted to witness the highest

growth rate, driven by the increasing use of e-commerce and shifting consumer preferences. Buyers favour online platforms because they offer convenience, diverse product options, and easy price comparisons. Access to reviews, detailed descriptions, and home delivery services makes online shopping more attractive. The rise of mobile shopping and secure digital payment methods further strengthens this trend. Businesses are also focusing on online sales channels and direct customer engagement through digital marketing. As a result, online retail continues to expand rapidly, becoming the fastest-growing distribution channel in the pet safety devices market.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share because of widespread pet ownership and high awareness about pet care technologies. Consumers in the region are more inclined to invest in advanced and premium products to ensure pet safety and health. The demand for smart collars with tracking and monitoring features is strong due to rising concerns about pet security. The presence of major companies and ongoing technological advancements further strengthens the market. Well-developed online retail networks and veterinary services improve product availability, helping the region maintain its leading share in the global pet safety devices industry.

### **Region with highest CAGR:**

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, supported by urban development, higher income levels, and a surge in pet ownership in countries like China, India, and Japan. Awareness about pet well-being and safety is steadily increasing, encouraging adoption of smart devices. A growing middle class is also contributing to higher spending on pet care products. The expansion of online shopping platforms improves availability and convenience for consumers. Furthermore, better internet connectivity and widespread smart phone use are enabling greater adoption. These factors collectively position Asia-Pacific as the most rapidly expanding market for pet safety and collar-mounted devices.

### **Key players in the market**

Some of the key players in Pet-Safety and Collar-Mounted Devices Market include Whistle Labs Inc., Garmin Ltd., FitBark Inc., PetPace Ltd., Link AKC, Tractive GmbH, Wagz Inc., Dogtra, PetSafe, Scollar, Halo Collar, Fi Smart Dog Collar, Findster

Technologies S.A., PETFON, Invisible Fence, Num'Axes, KYON and Felcana.

### **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 November 2025, Garmin Ltd. has acquired MYLAPS, a leading Dutch provider of integrated timing, live tracking and performance analysis tools that helps create the ultimate sports experience for millions of athletes and spectators. Through its global operations, MYLAPS supports elite athletes, brands and organizations such as IronMan, Boston Marathon, the Olympics, NASCAR, IndyCar and MotoGP.

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:**

GPS-Enabled Collars

Smart Harnesses

Biometric Health Trackers

RFID Safety Tags

### **Connectivities Covered:**

Cellular (LTE/5G)

Bluetooth

Wi-Fi

Distribution Channels Covered:

Online Retail

Specialty Pet Stores

Veterinary Clinics

Mass-Market Retail

Applications Covered:

Location Tracking

Health & Activity Monitoring

Safety Alerts

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:

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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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