

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

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## **Abstracts**

According to Statistics MRC, the Global Pet Safety and Tracking Wearables Market is accounted for \$2.9 billion in 2026 and is expected to reach \$6.6 billion by 2034 growing at a CAGR of 10.9% during the forecast period. Pet tracking and safety wearables are advanced gadgets that enable real-time monitoring of pets' whereabouts, health, and daily activities. Utilizing technologies like GPS, Bluetooth connectivity, and embedded sensors, these devices offer features such as location tracking, boundary alerts, and health data analysis. They assist owners in finding missing pets and maintaining overall pet wellness through constant observation. Increasing pet adoption and awareness about animal health are boosting their popularity. Improvements in compact design, longer battery performance, and seamless smartphone connectivity have made these wearables highly practical, supporting attentive and preventive pet management.

According to the American Pet Products Association (APPA), U.S. pet industry spending reached \$147 billion in 2023, with pet technology being one of the fastest-growing categories. This surge is directly tied to rising pet ownership and demand for safety and monitoring solutions.

Market Dynamics:

Driver:

Rising pet ownership and humanization of pets

The surge in global pet ownership, along with the increasing tendency to consider pets as part of the family, significantly drives the adoption of pet safety and tracking wearables. Pet owners are increasingly inclined to spend on solutions that enhance their pets' security, health, and overall comfort. This strong emotional bond encourages higher expenditure on advanced products like smart trackers. With urban living and hectic routines, these devices offer peace of mind through continuous monitoring. Younger generations, especially millennials and Gen Z, are key contributors as they embrace innovative technologies to ensure better care and safety for their pets.

#### Restraint:

##### High cost of advanced wearable devices

The elevated price of sophisticated pet tracking and safety wearables presents a key challenge for market expansion. Devices equipped with features like GPS, health tracking, and extended battery performance are often expensive, reducing affordability for many consumers. Furthermore, recurring subscription charges for connectivity and data access add to the total cost burden. This discourages adoption, particularly among cost-conscious buyers in emerging economies. Although premium customers may invest in such technologies, many pet owners prefer cheaper alternatives, restricting broader usage and hindering market growth even as awareness about pet safety continues to rise steadily.

#### Opportunity:

##### Rising demand for subscription-based services

The growing popularity of subscription-based services offers a strong opportunity in the pet wearables market. Devices often provide advanced functionalities like live tracking, detailed health insights, and cloud storage through recurring payment plans. This model ensures consistent income for companies while delivering added benefits to users. With consumers increasingly familiar with subscription services across industries, adoption in this segment is rising. Businesses can further enhance this opportunity by offering flexible pricing tiers and customized features. Such strategies improve customer loyalty and engagement while creating sustainable revenue streams within the evolving pet safety technology landscape.

#### Threat:

## Intense market competition

Strong competition in the pet tracking wearables market is a major challenge, as both established brands and new entrants offer similar functionalities like GPS tracking and health monitoring. This saturation often results in aggressive pricing strategies, lowering profit margins and increasing pressure to innovate continuously. Smaller firms find it difficult to match the marketing strength and global reach of larger corporations. With limited product differentiation, retaining customers becomes harder. Such a highly competitive landscape can restrict profitability and create instability, making it difficult for companies to achieve sustainable long-term growth in the market.

## Covid-19 Impact:

The COVID-19 crisis had a generally positive effect on the pet tracking wearables market, mainly due to a surge in pet adoption during lockdown periods. As individuals stayed at home, emotional attachment to pets increased, driving demand for advanced care solutions like wearable trackers. Work-from-home arrangements further encouraged continuous monitoring of pets' health and behavior. Although early disruptions in supply chains and production caused short-term challenges, the rapid growth of e-commerce helped stabilize the market. Overall, the pandemic sped up digital transformation and strengthened awareness of pet safety, leading to sustained growth in wearable pet technologies.

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 adoption and dependable real-time location monitoring capabilities. They are highly favoured by pet owners for delivering precise tracking information and immediate notifications when animals stray outside safe or defined boundaries. Their combination of GPS functionality with smart phone applications improves usability and monitoring efficiency making them suitable for daily pet management needs. Rising concerns about pet security and preventive care continue to strengthen their dominant position across global markets including both urban and rural settings within the overall industry landscape worldwide segment base.

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

Over the forecast period, the cellular (LTE/5G) segment is predicted to witness the highest growth rate because of its strong capability for uninterrupted real-time tracking and extensive coverage. It allows continuous monitoring even when pets travel beyond nearby network ranges, unlike limited short-distance systems. The rollout of advanced 5G networks improves data speed, reliability, and supports enhanced functions such as live location updates and health insights. Rising need for long-range, independent tracking solutions is boosting adoption. Additionally, expanding smartphone usage and improved network infrastructure are accelerating the growth of this segment across global markets in the industry overall.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by high levels of pet ownership, strong consumer income, and early adoption of advanced pet technologies. The region benefits from advanced digital infrastructure, widespread use of smart phones, and reliable access to GPS and IoT enabled devices. Pet owners in United States and Canada demonstrate strong awareness of animal health and safety driving demand for smart tracking solutions. The presence of leading companies and ongoing innovation in products further supports regional dominance. Rising spending on premium pet care products drives market growth across North America.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by rapid urban growth, improving income levels, and a rising number of pet owners in emerging economies. Nations like China, India, Japan, and South Korea are increasingly adopting modern approaches to pet care. Greater awareness regarding pet wellness, combined with the expansion of online retail channels, is improving product availability. Advancements in technology and widespread smart phone usage are further accelerating adoption. Moreover, a growing middle-class population and evolving lifestyles are fueling demand for cost-effective and innovative pet wearable devices in this region.

Key players in the market

Some of the key players in Pet Safety and Tracking Wearables Market include Whistle Labs, Inc., FitBark, Inc., Garmin Ltd., PetPace Ltd., Tractive GmbH, Link AKC, Dogtra,

Loc8tor Ltd., Datamars Inc., Wagz Inc., Gibi Technologies Inc., Fi Holdings Inc., Felcana Ltd., NUM'AXES / EYENIMAL, Latsen Technology Ltd., High Tech Pet Products Inc., Motorola Pet tracking solutions and Kyon Inc.

#### 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 February 2023, Datamars and Connecterra, a leader in data and AI technology have announced a strategic partnership. Through its investment, Datamars has acquired the sensor business of Connecterra known as 'Ida for Farmers' and will also hold a majority share in the Connecterra company. Connecterra will remain independent and focused on further development of its Enterprise platform.

#### Device Types Covered:

GPS-enabled Collars

Smart Harnesses

Biometric Health Trackers

RFID-based Safety Tags

#### Connectivities Covered:

Cellular (LTE/5G)

Bluetooth

Wi-Fi

Hybrid Systems

#### Distribution Channels Covered:

Online Retail

Specialty Pet Stores

Veterinary Clinics

Mass-market Retail

#### Applications Covered:

Location Tracking

Health & Activity Monitoring

Safety Alerts

Veterinary Integration

#### 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

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