

# **Pet Safety Tech Market Forecasts to 2034 – Global Analysis By Product Type (Tracking Devices, Monitoring Devices, Safety & Security Systems, and Emergency & Rescue Technologies), Technology, Component, Pet Type, Application, End User, Distribution Channel, and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Pet Safety Tech Market is accounted for \$1.8 billion in 2026 and is expected to reach \$4.7 billion by 2034 growing at a CAGR of 12.2% during the forecast period. Pet safety technology encompasses a wide range of connected devices and smart solutions designed to protect, monitor, and enhance the well-being of companion animals. These technologies include GPS trackers, smart collars, health monitors, remote cameras, and emergency alert systems that provide pet owners with real-time information about their animals' location, activity levels, and vital signs. As pet ownership continues to rise globally and owners increasingly treat pets as family members, demand for sophisticated safety solutions has grown substantially across all pet categories.

Market Dynamics:

Driver:

Humanization of pets and rising pet ownership expenditure

Pet owners around the world are increasingly treating their companion animals as family members, leading to higher spending on premium safety and wellness products. This emotional shift has transformed pets from functional animals to cherished household

members deserving of the same technological conveniences humans enjoy, including real-time location tracking and remote health monitoring. Discretionary spending on pets has consistently outpaced general retail growth, with owners willing to invest significantly in devices that provide peace of mind and enhance their pets' quality of life. The expanding base of millennial and Gen Z pet owners, who are particularly comfortable with connected technology, further accelerates adoption of sophisticated safety solutions across all income brackets.

#### Restraint:

##### High costs of advanced tracking and monitoring devices

Premium pricing for sophisticated pet safety technology continues to limit market accessibility for budget-conscious pet owners despite growing interest in pet protection. GPS-enabled smart collars with cellular connectivity, health monitoring sensors, and camera-based interaction systems often require substantial upfront investment plus recurring subscription fees for data services. This cost structure creates a significant barrier, particularly for owners of multiple pets or those in lower-income demographics who may prioritize basic veterinary care over technology-enabled safety. The fragmented nature of device compatibility and varying subscription models across brands further complicates purchasing decisions, potentially slowing adoption rates among price-sensitive consumer segments who might otherwise benefit from basic safety tracking features.

#### Opportunity:

##### Integration of AI-powered health analytics and predictive alerts

Advanced artificial intelligence algorithms are opening new possibilities for proactive pet healthcare through pattern recognition and anomaly detection in behavioral data. Machine learning models can analyze activity patterns, sleep cycles, and feeding behaviors to identify early warning signs of emerging health conditions before symptoms become clinically apparent. These intelligent systems learn each pet's unique baseline over time, enabling personalized alerts when deviations suggest potential issues such as arthritis onset, dental pain, or digestive problems. Veterinarians are increasingly receptive to integrating these analytics into practice workflows, creating partnership opportunities for technology providers and establishing recurring revenue streams through premium health monitoring subscriptions.

### Threat:

#### Privacy and data security concerns surrounding pet tracking

Growing consumer awareness of data collection practices poses a significant threat to widespread adoption of connected pet safety devices. These systems continuously collect sensitive location data, behavioral patterns, and even biometric information, creating potential targets for data breaches or unauthorized surveillance. Pet owners may unknowingly expose their daily routines, home locations, and travel patterns through their pets' tracking devices, raising legitimate privacy concerns. Regulatory scrutiny of IoT device security is intensifying, with potential compliance costs and liability risks for manufacturers experiencing data breaches. As consumers become more educated about digital privacy, companies failing to demonstrate robust security practices may face declining trust and reduced market share.

### Covid-19 Impact:

The COVID-19 pandemic dramatically accelerated the pet safety technology market as adoption rates and companionship needs surged simultaneously during lockdown periods. Pet ownership spiked significantly as people sought emotional support during isolation, while remote work arrangements increased owners' awareness of their pets' daily behaviors and potential safety gaps. Supply chain disruptions initially challenged hardware availability, but pent-up demand drove rapid recovery and subsequent market expansion. The pandemic also normalized telehealth concepts across both human and veterinary medicine, making remote pet monitoring devices more socially acceptable. These behavioral changes have proven durable, with post-pandemic pet owners maintaining heightened interest in technologies that provide security and health insights.

#### The Dogs segment is expected to be the largest during the forecast period

The Dogs segment is expected to account for the largest market share during the forecast period, reflecting both the global predominance of canine pet ownership and the specific safety challenges associated with dogs. Dogs typically spend more time outdoors than other pets, creating greater need for location tracking and theft prevention technologies. Their higher mobility and tendency to roam during walks or off-leash activities make escape incidents and lost pet scenarios more common, driving demand for GPS-enabled safety solutions. The canine market also benefits from a wider range of product offerings, including activity monitors that help owners manage exercise requirements specific to different breeds, ages, and health conditions, ensuring this

segment maintains its dominant position.

The Health & Safety Monitoring segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Health & Safety Monitoring segment is predicted to witness the highest growth rate, driven by increasing integration of biometric sensors and veterinary telemedicine platforms. These technologies continuously track vital signs including heart rate, respiratory rate, body temperature, and sleep quality, transmitting data to owners and potentially their veterinarians for early intervention. Aging pet populations in developed markets create substantial demand for chronic condition management tools, while owners of younger pets seek baseline health data for preventive care. The segment's expansion is further accelerated by falling sensor costs, improved battery efficiency, and growing acceptance of remote monitoring as a complement to traditional veterinary visits, making proactive health surveillance accessible to mainstream pet owners.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by the highest per capita pet spending globally and widespread adoption of connected home technologies. The United States leads in pet ownership rates, with approximately two-thirds of households owning at least one pet, creating an enormous addressable market for safety devices. Strong veterinary infrastructure and pet insurance penetration facilitate integration between consumer devices and professional healthcare services. Major technology companies and startups in the region continuously innovate with new safety features, while consumer willingness to pay monthly subscription fees for premium tracking services ensures sustainable revenue models. These factors collectively reinforce North America's market leadership throughout the forecast period.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by rapidly rising pet ownership rates among middle-class urban households and increasing disposable incomes. Countries including China, Japan, South Korea, and India are witnessing cultural shifts in pet perception, with companion animals increasingly viewed as family members deserving of premium care and safety technologies. The region's high population density in urban centers creates unique

safety challenges such as pet theft concerns and indoor health monitoring for apartment-dwelling animals, driving demand for specialized solutions. Expanding e-commerce infrastructure and domestic manufacturing capabilities are making pet safety devices more accessible and affordable, accelerating adoption across diverse economic segments throughout this rapidly evolving market.

### Key players in the market

Some of the key players in Pet Safety Tech Market include Whistle Labs, Garmin Ltd., Tractive, FitBark, PetPace, Wagz Inc., Link My Pet, Radio Systems Corporation, Dogtra Company, SportDOG Brand, Eyenimal, Petcube Inc., Petkit Network Technology Co. Ltd., Halo Collar, and Invisible Fence Inc.

### Key Developments:

In January 2026, Halo Collar announced the release of the Halo Collar 5, featuring Dual-Frequency GPS (L1 + L5) technology. This update significantly improves boundary precision in 'canyon' environments (urban areas or heavy tree cover) and expands compatibility to smaller dog breed.

In January 2026, At CES 2026, Garmin debuted its Unified Cabin platform; while primarily automotive, the system includes Device Auto-Link, allowing pet owners to monitor pet-specific trackers (like the Alpha series) directly through the vehicle's AI-driven infotainment system.

In September 2025, Garmin expanded its Alpha® hunting and tracking line with long-range satellite communication integration, allowing pet tracking in areas with zero cellular coverage via the inReach® network.

### Product Types Covered:

Tracking Devices

Monitoring Devices

Safety & Security Systems

Emergency & Rescue Technologies

### Technologies Covered:

GPS/GNSS Technology

RFID (Radio Frequency Identification)

Bluetooth Low Energy (BLE)

Cellular Connectivity

Wi-Fi-Based Tracking

IoT (Internet of Things) Integration

Artificial Intelligence & Machine Learning

Sensor Technologies

### Components Covered:

Hardware

Software

Services

### Pet Types Covered:

Dogs

Cats

Small Animals

Exotic Pets

**Applications Covered:**

Location Tracking & Recovery

Health & Safety Monitoring

Behavior & Activity Tracking

Remote Surveillance & Interaction

Theft Prevention & Security

Emergency Alerts & Incident Response

**End Users Covered:**

Individual Pet Owners

Veterinary Clinics & Hospitals

Animal Shelters & Rescue Organizations

Pet Boarding & Daycare Centers

Law Enforcement & Animal Control Agencies

**Distribution Channels Covered:**

Online Channels

Offline 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)

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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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