

Pet Tech Market Forecasts to 2032 – Global Analysis By Product (Monitoring Equipment, Tracking Equipment, Entertainment Equipment, Feeding Equipment, Pet Wearables and Other Product), Animal Type, Distribution Channel, Technology, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Pet Tech Market is accounted for \$8.04 billion in 2025 and is expected to reach \$23.86 billion by 2032 growing at a CAGR of 16.8% during the forecast period. The term 'pet tech' describes the incorporation of technology into pet care goods and services with the goal of improving pets' general health, safety, comfort, and well-being. Smart collars, GPS trackers, automatic feeders, pet webcams, health monitoring gadgets and smartphone apps for nutrition, training, or veterinary access are just a few of the many developments that fall under this broad category. For pet owners, these technologies provide real-time data and ease, facilitating better connectivity and proactive care. The humanisation of pets and rising pet ownership are driving the fast expansion of the pet technology sector.

Market Dynamics:

Driver:

Rising pet ownership & humanization

The need for smart gadgets that improve pet convenience, safety, and health is rising as more people regard their pets like members of the family. Pet owners are increasingly looking for technological solutions like wearable health monitoring devices,

automated feeding, and GPS trackers. This emotional connection is what motivates the purchase of cutting-edge, customised pet technology. Additionally, networked, data-driven devices are a top priority for Gen Z pet parents and millennials. In order to satisfy these changing customer demands, pet tech businesses are consequently quickly growing their product lines.

Restraint:

Technical complexity & usability

Companion apps, frequent firmware upgrades, and Bluetooth or Wi-Fi connectivity are often necessary for device setup, which might be perplexing. Many consumers find it difficult to understand the complicated activity or health data that these gadgets provide. Potential customers are further deterred by limited interoperability with various smartphone platforms. Furthermore, users may become frustrated when debugging problems without customer support. All of these elements work together to lower user confidence and impede market expansion.

Opportunity:

Emerging economies & rising affluence

Adopting pets and treating them like family members is becoming increasingly common in certain areas as wealth increases. The need for cutting-edge pet care products, including as wearable technology, health monitors, and smart feeders, is fuelled by the rising number of pet owners. The adoption of cutting-edge pet technologies is particularly being driven by tech-savvy younger generations in these nations. Additionally, accessing and buying pet tech items is made simpler by the growth of e-commerce platforms. All of these elements work together to drive the pet technology market's expansion in developing nations.

Threat:

Negative user perception

Pet owners are reluctant to use smart tracking devices due to worries about data privacy and spying. Some people are wary of automation because they believe it could weaken the link between humans and animals. Reports of inaccurate or malfunctioning devices undermine consumer confidence in the dependability of the product. High

prices compared to perceived benefits also discourage wider acceptance. In general, unfavourable sentiment restricts market growth and hinders acceptance.

Covid-19 Impact

The Covid-19 pandemic significantly accelerated the growth of the Pet Tech Market. With extended lockdowns and increased pet adoptions, pet owners turned to smart devices for remote monitoring, health tracking, and entertainment for their pets. E-commerce platforms saw a surge in demand for tech-enabled pet products. Veterinary telehealth services also gained popularity due to social distancing norms. This shift in consumer behaviour boosted investments in pet technology, fostering innovation and reshaping the pet care industry landscape.

The monitoring equipment segment is expected to be the largest during the forecast period

The monitoring equipment segment is expected to account for the largest market share during the forecast period by enabling real-time tracking of pets' health, activity, and location. These devices offer features like GPS tracking, heart rate monitoring, and behavior analysis, enhancing pet safety and care. Pet owners increasingly adopt such technologies to ensure early detection of health issues and prevent emergencies. The integration of AI and IoT in these devices further improves accuracy and user experience. This growing reliance on smart monitoring tools drives innovation and market expansion.

The pet grooming & boarding centers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the pet grooming & boarding centers segment is predicted to witness the highest growth rate by adopting smart solutions to enhance pet care services. These centers use technologies like automated grooming tools, pet monitoring cameras, and digital booking systems to improve efficiency and customer satisfaction. Integration of wearable devices helps track pet health and behavior during stays, attracting tech-savvy pet owners. Advanced tech ensures personalized care, which builds trust and loyalty among customers. As demand for premium pet services grows, tech-enabled centers gain a competitive edge, driving market expansion.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to increasing pet adoption, rising disposable incomes, and urbanization in countries like China, Japan, and India. Smart collars, feeders, and health monitors are gaining popularity among tech-savvy pet owners. The growing influence of e-commerce and social media also accelerates product awareness and adoption. Furthermore, the increasing humanization of pets and demand for real-time health tracking are fueling innovations, making Asia Pacific one of the most dynamic and promising regions for pet tech expansion.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to a strong inclination toward premium pet care. Consumers increasingly seek smart solutions for pet health, nutrition, safety, and entertainment. The presence of major market players and ongoing technological advancements, such as AI-powered pet cameras and fitness trackers, enhance product availability and innovation. Additionally, rising concerns over pet obesity and aging have fueled demand for data-driven insights, positioning North America as a mature and innovation-focused pet tech hub.

Key players in the market

Some of the key players profiled in the Pet Tech Market include Whistle Labs, Inc., FitBark Inc., Tractive GmbH, Garmin Ltd., Petlibro, Inc., Petcube, Inc., Petnet Inc., Invisible Fence Inc., Loc8tor Ltd., Invoxia, Felcana, CleverPet, Dogtra, ActiJoy Solution, Supertails, Mammaly and PetSafe Brands.

Key Developments:

In May 2025, FitBark teamed up with animal health leader Elanco to integrate FitBark tracking data alongside Galliprant treatments in selected veterinary clinics across the U.S., aimed at enhancing canine health monitoring and care.

In February 2024, Tractive announced the pet insurance product in the UK, launched in partnership with Ignite (Verisk) and Covea Insurance, combining GPS tracker with up to ?9 000 vet fees and round the clock FirstVet video consultations.

Products Covered:

Monitoring Equipment

Tracking Equipment

Entertainment Equipment

Feeding Equipment

Pet Wearables

Other Products

Animal Types Covered:

Dogs

Cats

Birds

Fish

Other Animal Types

Distribution Channels Covered:

Online Retail

Offline Retail

Veterinary Clinics

Specialty Stores

Technologies Covered:

Internet of Things

Artificial Intelligence

GPS

RFID

Bluetooth & Wi-Fi

End Users Covered:

Individual Pet Owners

Veterinary Clinics

Pet Grooming & Boarding Centers

Animal Shelters

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & 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 2024, 2025, 2026, 2028, and 2032
- 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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