

Pet Wearables and Fashion Accessories Market Forecasts to 2034 – Global Analysis By Product Type (Smart Collars, Smart Harnesses, Biometric Sensors, GPS Trackers and Fashion Accessories), Connectivity, Distribution Channel, Application, End User and By Geography

<https://marketpublishers.com/r/PAF66A04F347EN.html>

Date: June 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: PAF66A04F347EN

Abstracts

According to Statistics MRC, the Global Pet Wearables and Fashion Accessories Market is accounted for \$0.7 billion in 2026 and is expected to reach \$1.4 billion by 2034 growing at a CAGR of 10.0% during the forecast period. Pet wearable devices and fashion accessories represent a growing niche in the pet industry, integrating modern technology with stylish designs to improve pet wellbeing, safety, and appearance. This category covers smart collars, GPS-enabled trackers, fitness monitoring devices, wearable cameras, and fashionable items like coats, harnesses, and themed clothing. Rising emotional attachment to pets and increasing spending power are fueling market expansion, as owners prefer customized and practical products. Innovations in connected devices and artificial intelligence-based monitoring systems enhance usage. Online retail channels and luxury pet brands further encourage adoption of advanced and aesthetic pet accessories globally across global international markets.

According to the American Veterinary Medical Association (AVMA), U.S. dog owners spent an average of USD 598, cat owners USD 529, and other pet owners USD 552 in 2025 on their pets. This rising expenditure reflects the humanization of pets and supports demand for wearables and accessories.

Market Dynamics:

Driver:

Growing focus on pet health and safety

Rising attention to pet health and safety is significantly boosting the demand for wearables and fashion accessories. Owners are increasingly using tracking devices and monitoring collars to observe pets' activity levels, locations, and health indicators. These tools provide instant notifications, helping prevent accidents or health-related issues. Growing awareness of preventive care practices is encouraging wider adoption of such technologies. High veterinary expenses and professional advice also motivate pet owners to choose proactive monitoring solutions. This has led to steady growth in the use of intelligent and safety-focused pet wearable products worldwide.

Restraint:

High product cost and affordability issues

Expensive pricing of advanced pet wearables and fashion accessories significantly restricts market expansion. Devices such as smart collars and GPS trackers are often costly due to high-end technology integration. Features like IoT connectivity and AI-based monitoring further raise manufacturing expenses. Similarly, designer pet fashion items are priced at a premium, reducing affordability for many consumers. In price-sensitive regions, especially developing economies, adoption remains limited. Since pet-related spending is still viewed as non-essential in many households, high costs continue to hinder widespread market penetration and slow overall growth.

Opportunity:

Growth of smart and connected pet ecosystems

The rise of interconnected pet care systems creates major opportunities for the pet wearables industry. IoT-based devices such as smart collars, feeding systems, and monitoring tools can be linked through mobile apps for continuous tracking. These systems offer real-time information about pets' health, movement, and location, making pet management more efficient. With the growth of smart home technology, pet care is becoming more automated and integrated. This connected approach improves convenience for owners and strengthens engagement with digital platforms, supporting long-term expansion of the pet wearable and fashion accessories market.

Threat:

Rapid technological obsolescence

Fast-paced technological changes are a major risk for the pet wearables industry. Innovations in AI, IoT, and smart tracking systems cause older devices to become outdated quickly. Customers prefer updated products with improved features, shortening product lifespans. This forces companies to invest heavily in continuous research and development to stay competitive. Smaller firms often face difficulties in matching this rapid innovation pace. Consequently, the quick obsolescence of technology increases costs and reduces the durability of product offerings, making long-term planning more challenging for manufacturers.

Covid-19 Impact:

The COVID-19 outbreak created both challenges and opportunities for the pet wearables and fashion accessories market. Lockdowns led to higher pet adoption rates, increasing demand for smart pet devices and stylish accessories as people spent more time at home with pets. Interest in health tracking and interactive pet gadgets also grew. At the same time, production delays, supply chain issues, and transportation restrictions temporarily impacted product supply. With physical stores closed, consumers shifted to online shopping, boosting e-commerce growth. Despite short-term disruptions, the pandemic ultimately supported long-term market expansion by strengthening digital sales channels and awareness of smart pet care solutions.

The GPS trackers segment is expected to be the largest during the forecast period

The GPS trackers segment is expected to account for the largest market share during the forecast period because of their strong demand for real-time pet location monitoring and safety assurance. These devices help owners continuously monitor their pets' movements, minimizing the chances of loss or theft. Rising concern for pet security and the growing use of smart monitoring tools further support this segment's leadership. Integrated mobile app features provide alerts and easy tracking, improving user convenience. Due to their high practicality, reliability, and widespread acceptance among pet owners, GPS trackers remain the most preferred and widely used product category in this market.

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 wide coverage and strong real-time tracking performance. Unlike Bluetooth or Wi-Fi, it allows uninterrupted monitoring over long distances without relying on local networks. Expansion of mobile infrastructure, smart city development, and rising demand for advanced pet safety solutions are supporting its growth. LTE and 5G connectivity also ensure faster communication, improved accuracy, and higher reliability. These advantages make cellular-enabled pet wearables the most rapidly growing segment in terms of connectivity technology adoption.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share because of its high pet ownership levels, strong purchasing power, and early adoption of advanced pet technologies. The region benefits from a mature pet care industry driven by increasing emotional attachment between owners and pets and growing demand for premium solutions. Consumers in the U.S. and Canada frequently use smart collars, GPS tracking devices, and stylish pet accessories for improved safety and comfort. Additionally, the presence of leading companies, strong online retail networks, and high awareness regarding pet well-being contribute to North America's leading market position.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by urban growth, improving income levels, and rising pet ownership across major countries like China, India, and Japan. Increasing awareness about pet safety and health is boosting demand for smart tracking and wearable devices. The rapid expansion of online retail and access to cost-effective products are also supporting adoption. Moreover, the growing influence of global lifestyle trends and improved digital connectivity are encouraging the use of advanced pet accessories, positioning Asia-Pacific as the fastest-growing market region.

Key players in the market

Some of the key players in Pet Wearables and Fashion Accessories Market include FitBark Inc., Tractive GmbH, Garmin Ltd., Scollar Inc., Felcana, PetPace Ltd., Wagz Inc., Link AKC, Pawscout Inc., Gibi Technologies Inc., Datamars Inc., Num'axes S.A., Trovan Global, Petkit Network Technology Co. Ltd., Voyce Inc., Whistle, Fi Series and

Ancol Pet Products Inc.

Key Developments:

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 June 2025, Tractive has announced its strategic partnership with mammaly, the premium dog supplement brand and now the fastest growing digital pet health start-up in Europe. The goal of the partnership is to make the health effects of dietary supplements for dogs measurable on a large scale for the first time, based on objective vital signs data.

Product Types Covered:

Smart Collars

Smart Harnesses

Biometric Sensors

GPS Trackers

Fashion Accessories

Connectivities Covered:

Bluetooth

Wi-Fi

Cellular (LTE/5G)

RFID & NFC

Distribution Channels Covered:

Online Retail

Offline Retail

Applications Covered:

Activity & Fitness Tracking

Health & Vital Signs Monitoring

Stress & Anxiety Monitoring

Fashion & Lifestyle Expression

End Users Covered:

Individual Pet Owners

Veterinary Clinics

Pet Fashion Retailers & Boutiques

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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