

# **Smart Pet Devices Market Forecasts to 2034 – Global Analysis By Product (Smart Collars, Pet Cameras, GPS Trackers, Smart Feeders, Smart Doors, Activity Monitors, Other Products), By Connectivity, By Component, By Technology, By End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Smart Pet Devices Market is accounted for \$3.2 billion in 2026 and is expected to reach \$9.8 billion by 2034 growing at a CAGR of 15% during the forecast period. Smart Pet Devices are technology-enabled products that use sensors, connectivity, and data analytics to monitor and manage pet health, safety, and activities. These include GPS trackers, smart collars, automated feeders, cameras, and health-monitoring wearables. Connected through mobile applications, they provide real-time insights, alerts, and remote control capabilities. These devices enhance pet care by improving safety, tracking behavior, and supporting health management. Integration with IoT and AI technologies enables predictive analytics and automation, making smart pet devices increasingly popular among tech-savvy pet owners seeking convenience and better care.

### **Market Dynamics:**

Driver:

Rising concern for pet safety monitoring

Owners are increasingly investing in devices that track location, health, and activity to ensure their pets' well-being. Smart collars, GPS trackers, and connected feeders

provide real-time updates and alerts. Growing urbanization and busy lifestyles are fueling demand for remote monitoring solutions. Veterinary endorsements and awareness campaigns are further strengthening confidence in these devices. This heightened focus on safety continues to accelerate market growth globally.

#### Restraint:

##### High device costs limit adoption

High device costs remain a significant restraint in this market. Smart collars, feeders, and monitoring systems often come with premium pricing. Price-sensitive consumers, especially in emerging markets, hesitate to adopt these solutions. Maintenance and subscription fees add to the overall expense. Limited affordability restricts penetration beyond affluent households. These financial barriers continue to slow down broader adoption of smart pet devices.

#### Opportunity:

##### AI-based health monitoring advancements

Smart devices integrated with AI can analyze pet behavior, activity, and vital signs to detect early health issues. Predictive analytics enhance preventive care and improve treatment outcomes. Integration with telemedicine platforms strengthens the utility of these devices. Personalized recommendations driven by AI boost consumer trust and engagement. This technological innovation is expected to accelerate premium adoption and market competitiveness.

#### Threat:

##### Data security and hacking risks

Sensitive information such as pet health records and owner details are vulnerable to breaches. Rising cyberattacks in IoT ecosystems raise concerns among consumers. Compliance with data protection regulations adds complexity for manufacturers. Any breach can lead to reputational damage and reduced consumer trust. This threat continues to challenge the stability of connected pet ecosystems.

#### **Covid-19 Impact:**

The Covid-19 pandemic had mixed effects on the smart pet devices market. Supply chain disruptions affected production and distribution of connected devices. However, increased pet adoption during lockdowns boosted demand for monitoring and safety solutions. Owners spending more time at home became more attentive to their pets' health and activity. Online sales channels grew rapidly as physical retail faced restrictions. Overall, the pandemic accelerated digital adoption while exposing supply chain vulnerabilities.

The smart collars segment is expected to be the largest during the forecast period

The smart collars segment is expected to account for the largest market share during the forecast period as they combine safety, health monitoring, and GPS tracking. Pet owners prefer collars for their multifunctionality and ease of use. Manufacturers are innovating with features such as heart rate monitoring, geofencing, and activity tracking. Retail penetration of smart collars is higher compared to other device categories. Rising awareness of pet safety further strengthens demand for this segment. Consequently, smart collars remain the dominant contributor to overall market share.

The pet care centers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the pet care centers segment is predicted to witness the highest growth rate due to increasing reliance on professional monitoring services. Care centers are adopting smart devices to track pets' health and activity during boarding or daycare. Integration with AI platforms enhances service quality and customer trust. Rising demand for premium pet care services is fueling adoption of connected solutions. Partnerships between device manufacturers and care centers are driving innovation. This dynamic growth positions pet care centers as the fastest-expanding segment in the market.

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

During the forecast period, the North America region is expected to hold the largest market share owing to high pet ownership rates and advanced digital infrastructure. Consumers in the U.S. and Canada are highly receptive to smart pet devices. Established brands and startups are driving innovation in the region. Regulatory frameworks supporting IoT adoption further boost growth. Strong purchasing power enables investment in premium connected solutions. These factors collectively ensure North America's dominance in market share.

## Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rapid urbanization and rising disposable incomes. Countries such as China, India, and Japan are witnessing increased adoption of smart collars, feeders, and monitoring devices. Growing awareness of pet health and safety is fueling demand. Local startups are entering the market with cost-effective solutions, expanding accessibility. The expansion of 5G networks is further accelerating IoT deployment across the region.

## Key players in the market

Some of the key players in Smart Pet Devices Market include FitBark, Inc., Whistle Labs, Inc., Garmin Ltd., PetSafe, Sure Petcare, PetPace LLC, Petcube Inc., Wagz, Inc., Tractive GmbH, LINK AKC, Invoxia, Furbo, GoPro, Inc., Xiaomi Corporation and Samsung Electronics Co., Ltd.

## Key Developments:

In July 2024, FitBark enhanced its ecosystem by integrating pet health data into iOS, Android, web, and smartwatch apps. This move allowed pet owners to monitor their pets' wellbeing in real time, strengthening FitBark's role in connected IoT-driven pet care.

In February 2024, Whistle Labs introduced its Whistle Health tracker, a smart wearable for dogs that monitors activity, sleep, scratching, licking, and overall health patterns. This device uses AI-driven insights to alert pet owners to potential health or behavioral issues, strengthening Whistle's role in proactive pet wellness.

## Products Covered:

Smart Collars

Pet Cameras

GPS Trackers

Smart Feeders

Smart Doors

Activity Monitors

Other Products

#### Connectivity Types Covered:

Wi-Fi

Bluetooth

Cellular

RF-Based

GPS-Based

Zigbee

Other Connectivity Types

#### Components Covered:

Sensors

Processors

Communication Modules

Batteries

Cameras

Software Platforms

## Other Components

### Technologies Covered:

IoT

AI & Machine Learning

Cloud Computing

Computer Vision

Data Analytics

Voice Control

Other Technologies

### End Users Covered:

Households

Pet Care Centers

Veterinary Clinics

Pet Training Centers

Animal Shelters

Pet Boarding Facilities

Other End Users

### 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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