

Smart Pet Tech Market Forecasts to 2032 – Global Analysis By Product (Smart Collars, Wearable Devices & Trackers, Smart Cameras & Monitors and Other Products), Pet Type, Connectivity Technology, Price Range, Distribution Channel, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Smart Pet Tech Market is accounted for \$7.05 billion in 2025 and is expected to reach \$24.5 billion by 2032 growing at a CAGR of 19.5% during the forecast period. Smart Pet Tech refers to the integration of advanced technology into pet care products and services to enhance the well-being, safety, and convenience of pets and their owners. These innovations include GPS trackers, automatic feeders, health monitoring devices, interactive toys, and AI-powered cameras that allow remote interaction and surveillance. Smart Pet Tech enables real-time data collection and analysis, helping owners make informed decisions about their pets' nutrition, activity, and health. It also fosters stronger human-animal bonds by offering personalized experiences and responsive tools. As pet ownership evolves, Smart Pet Tech is revolutionizing how we nurture, protect, and connect with our pets.

Market Dynamics:

Driver:

Pet Humanization Trend

The growing trend of pet humanization is significantly driving the Smart Pet Tech Market, as pet owners increasingly treat their animals as family members, prioritizing

their health, comfort, and entertainment. This shift fuels demand for innovative devices like smart feeders, wearable trackers, and interactive toys that enhance pets' wellbeing and owners' convenience. Companies are motivated to develop personalized, tech-driven solutions, boosting market growth, encouraging product innovation, and expanding adoption across urban and tech-savvy demographics, ultimately strengthening the sector's profitability and reach.

Restraint:

High Upfront Costs

High upfront costs significantly hinder the growth of the smart pet tech market by limiting accessibility and adoption. Many pet owners, especially in emerging economies, are deterred by expensive initial investments in devices like smart feeders or GPS collars. This financial barrier reduces market penetration, slows innovation, and discourages startups. As a result, the industry struggles to scale, leaving advanced pet care solutions out of reach for the average consumer. Thus, it hinders the growth of the market.

Opportunity:

Rising Pet Ownership Globally

The global surge in pet ownership is acting as a powerful catalyst for the Smart Pet Tech Market, driving innovation and adoption at an unprecedented pace. As more households embrace pets as family members, demand for intelligent solutions—ranging from automated feeders and smart collars to health monitoring devices—soars. Pet owners increasingly seek convenience, safety, and enhanced care through technology, creating robust growth opportunities. This trend not only fuels market expansion but also inspires continuous technological advancements tailored to modern pet lifestyles.

Threat:

Device Reliability Issues

Device reliability issues significantly hinder the growth of the smart pet tech market by eroding consumer trust and satisfaction. Frequent malfunctions, connectivity failures, and inaccurate data compromise pet safety and owner convenience. These problems lead to increased returns, negative reviews, and reluctance to adopt new technologies.

As reliability concerns persist, innovation stalls and market expansion slows, making it difficult for companies to retain customers and justify premium pricing.

Covid-19 Impact

The Covid-19 pandemic accelerated growth in the smart pet tech market as pet ownership surged and remote lifestyles increased demand for automated pet care. Products like smart feeders, GPS trackers, and health monitors gained popularity, driven by owners seeking convenience and enhanced pet well-being. Supply chain disruptions initially slowed production, but rising consumer interest and e-commerce expansion ultimately boosted innovation and sales across the sector, reshaping pet care norms.

The health monitoring & diagnostics segment is expected to be the largest during the forecast period

The health monitoring & diagnostics segment is expected to account for the largest market share during the forecast period, due to growing awareness of pet health and wellness. Devices like wearable trackers, smart collars, and AI-powered diagnostic tools enable real-time monitoring of vital signs, activity levels, and behavioral patterns. These innovations empower pet owners to detect early signs of illness and make informed decisions. As veterinary care becomes more data-driven, this segment will continue to lead in adoption and investment.

The smart pet doors segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the smart pet doors segment is predicted to witness the highest growth rate, due to rising demand for convenience and security. These doors use sensors, microchips, or app-based controls to allow selective entry and exit, enhancing safety for pets and homes. With increasing urbanization and smart home integration, pet owners seek automated solutions that align with modern lifestyles. The surge in single-pet households and tech-savvy consumers further fuels growth in this innovative segment.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to rapid urbanization, rising disposable incomes, and increasing pet

ownership across countries like China, Japan, and India. The region's tech-forward consumer base and growing awareness of pet wellness are driving demand for smart devices. Additionally, expanding e-commerce platforms and local manufacturing capabilities make smart pet products more accessible, positioning Asia Pacific as a dominant force in market expansion.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to strong consumer spending, widespread pet humanization, and early adoption of advanced technologies. The region's robust infrastructure for pet healthcare and innovation, coupled with a high penetration of smart home systems, supports rapid growth. Increasing demand for personalized pet care solutions and the presence of key market players further accelerate the adoption of smart pet technologies across the U.S. and Canada.

Key players in the market

Some of the key players profiled in the Smart Pet Tech Market include Rover, Papa Pawsome, Tractive, Pawfectly Made, Petcube, Supertails, Mars Petcare, PAWSINDIA, Fi Smart Collar, Sure Petcare Limited, PetSafe LLC, Whistle Labs, Inc., Petnet, ChullBull Pet Products, Petkit, Wagz, Furbo and Dogness.

Key Developments:

In August 2024, Mars, Incorporated announced its acquisition of Kellanova for \$35.9 billion. This strategic move unites two iconic businesses with complementary footprints and portfolios of beloved brands, including Pringles, Cheez-It, and Pop-Tarts. The transaction aims to further solidify Mars's position in the global snacking industry, enhancing its ability to deliver more choice and innovation to consumers and customers.

In April 2024, GXO Logistics has renewed its 15-year partnership with Mars in France, enhancing supply chain operations through advanced automation solutions. The collaboration focuses on storage, distribution, and value-added services for Mars brands, including Petcare, Snacking, and Food & Nutrition segments. GXO plans to implement additional innovations on-site to further improve efficiency and productivity.

Products Covered:

Smart Collars

Wearable Devices & Trackers

Smart Cameras & Monitors

Smart Pet Doors

Smart Pet Feeders & Treat Dispensers

Smart Litter Boxes

Other Products

Pet Types Covered:

Dogs

Cats

Small Mammals

Birds

Other Pet Types

Connectivity Technologies Covered:

Wi-Fi

RFID & NFC

Bluetooth

GPS

Other Technologies

Price Ranges Covered:

Economy

Premium

Mid-range

Distribution Channels Covered:

Online Retail

Offline Retail

Applications Covered:

Health Monitoring & Diagnostics

Entertainment & Interaction

Behavior Monitoring & Training

Feeding & Nutrition Management

Safety & Security

Other Applications

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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