

Veterinary Wearable Devices Market Forecasts to 2034 – Global Analysis By Product (Smart Collars, Smart Harnesses, Smart Vests, Smart Ear Tags, Smart Leg Bands, Wearable Sensors, Implantable Wearable Sensors, Smart Cameras, and Other Wearable Devices), Animal Type, Technology, Connectivity, Application, End User, Distribution Channel, and By Geography

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Abstracts

According to Statistics MRC, the Global Veterinary Wearable Devices Market is accounted for \$3.7 billion in 2026 and is expected to reach \$11.0 billion by 2034 growing at a CAGR of 14.3% during the forecast period. Veterinary wearable devices are advanced technological solutions designed to monitor, track, and manage animal health, behavior, location, and physiological parameters in real-time. These devices include smart collars, smart harnesses, smart vests, smart ear tags, smart leg bands, wearable sensors, implantable wearable sensors, smart cameras, and other wearable devices. The market serves companion animals, livestock animals, equine, and exotic animals across various applications including health monitoring, activity tracking, location tracking, and disease detection. Growing pet humanization, increasing demand for remote animal monitoring, rising livestock management needs, and technological advancements in sensor technology are key drivers of market expansion across all regions.

Market Dynamics:

Driver:

Increasing pet humanization and demand for advanced health monitoring

The growing trend of treating pets as family members and the increasing demand for advanced health monitoring solutions are primary drivers for the veterinary wearable devices market. Pet owners are increasingly investing in technologies that enable continuous health monitoring, activity tracking, and early disease detection for their companion animals. Smart collars and wearable sensors provide real-time data on vital signs, activity levels, sleep patterns, and behavioral changes, enabling proactive health management. The humanization of pets has led to greater willingness to spend on advanced monitoring technologies. As pet owners seek to optimize their animals' health and longevity, demand for veterinary wearable devices continues growing across all companion animal segments.

Restraint:

High device costs and limited reimbursement

The significant costs associated with veterinary wearable devices and limited insurance coverage represent a major restraint for the market. Advanced wearable devices with multiple sensors and connectivity features can be expensive. Pet owners may be reluctant to invest in wearable technology without clear return on investment. Limited insurance coverage for wearable devices and associated monitoring services affects affordability. Ongoing subscription costs for data services and connectivity add to total ownership expense. These cost barriers may limit adoption, particularly among price-sensitive pet owners and in developing regions.

Opportunity:

Integration of AI and predictive analytics

The integration of artificial intelligence and predictive analytics with veterinary wearable devices presents significant opportunities for market expansion. AI algorithms analyze continuous physiological and behavioral data to detect early warning signs of disease, predict health events, and provide actionable insights for veterinary care. Machine learning models improve accuracy of health predictions over time. Integration with veterinary practice management software enables seamless data sharing and clinical decision support. As AI capabilities advance and predictive analytics become more sophisticated, wearable devices with integrated intelligence capture growing market

share, enabling enhanced preventative care and early intervention.

Threat:

Data privacy and security concerns

Cybersecurity vulnerabilities associated with veterinary wearable devices and pet health data privacy concerns pose significant threats to the market. Wearable devices collect sensitive health and location data that could be vulnerable to unauthorized access. Data breaches affecting pet owners' personal information and pet health records could undermine consumer trust. Regulatory requirements for data protection impose compliance obligations on device manufacturers and service providers. Security validation of devices and data handling practices adds operational burden. These security and privacy concerns may lead risk-averse pet owners to delay adoption, affecting market growth.

Covid-19 Impact:

The COVID-19 pandemic had a significant impact on the veterinary wearable devices market. Pet adoption surged during lockdowns, expanding the addressable market for wearable devices. Remote work enabled more time for pet care and monitoring, increasing awareness of wearable technology benefits. Telemedicine and remote veterinary consultations expanded, creating demand for remote monitoring solutions. E-commerce channels for wearable devices grew significantly. The pandemic heightened focus on health monitoring and preventative care for both humans and pets. Post-pandemic, elevated pet ownership levels and continued interest in pet health technology have sustained strong demand for veterinary wearable devices.

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, driven by their widespread adoption, ease of use, and versatility across companion animal applications. Smart collars integrate GPS tracking, activity monitoring, health sensors, and communication capabilities in a familiar, wearable format. The segment benefits from established consumer acceptance and broad availability across retail channels. Product innovation including enhanced sensors, longer battery life, and improved connectivity is expanding capabilities. Growing demand for location tracking, activity monitoring, and health alerts supports adoption. As smart collar technology advances and consumer awareness grows, this product

segment maintains the largest market share.

The Dogs segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Dogs segment is predicted to witness the highest growth rate, fueled by the large and growing dog population, high pet owner spending on canine health and wellness, and expanding product innovation in canine wearable devices. Dogs are the most common companion animals globally, with substantial addressable market for wearable technology. Dog owners are early adopters of pet technology, driving demand for smart collars, activity monitors, and health sensors. The segment benefits from extensive product availability and veterinary recommendation of wearable devices for health monitoring and disease detection. As wearable technology adoption accelerates and product innovation continues, dogs deliver the fastest companion animal segment growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by high pet ownership rates, strong consumer spending on pet technology, and established market presence of wearable device manufacturers. The United States leads regional market growth with substantial investment in pet technology innovation. High consumer awareness of pet health monitoring and willingness to adopt technology supports demand. Strong retail and e-commerce infrastructure ensures product accessibility. Presence of major wearable device manufacturers and startups drives innovation and competition. With high pet spending and technology adoption, North America maintains its dominant market position.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by rising pet ownership, increasing disposable incomes, and growing awareness of pet health technology across countries including China, India, Australia, and Southeast Asia. The region's rapidly growing pet population and expanding middle class create substantial demand for pet technology products. Increasing adoption of smartphones and digital health applications supports wearable device adoption. Growing veterinary technology awareness and acceptance of remote monitoring solutions drive demand. E-commerce expansion improves product accessibility. As pet ownership grows and technology adoption accelerates, Asia Pacific delivers the fastest veterinary wearable devices market growth globally.

Key players in the market

Some of the key players in Veterinary Wearable Devices Market include Merck Animal Health, Datamars SA, Allflex Livestock Intelligence, Zoetis Inc., Garmin Ltd., FitBark Inc., PetPace Ltd., Tractive GmbH, MSD Animal Health Intelligence, Afimilk Ltd., Moocall Ltd., CowManager B.V., GEA Group AG, HerdDogg Inc., and IceRobotics Ltd.

Key Developments:

In June 2026, CowManager announced an expansion of its ear-sensor ecosystem into the milking shed, introducing real-time milk quality indicators alongside its dual ear-temperature and micro-movement behavioral tracking algorithms.

In April 2026, Tractive launched its next-generation health intelligence suite, debuting the CAT 6 Mini it's first collar-integrated GPS and health tracker tailored for cats alongside the DOG 6 XL, introducing AI-powered scratch monitoring and resting vital signs telemetry.

In May 2025, Afimilk reached a deployment milestone, scaling its AI-driven smart neck collars and sensors to monitor heat cycles, rumination, and resting metrics across more than 10 million dairy cows across 52 countries.

Products Covered:

Smart Collars

Smart Harnesses

Smart Vests

Smart Ear Tags

Smart Leg Bands

Wearable Sensors

Implantable Wearable Sensors

Smart Cameras

Other Wearable Devices

Animal Types Covered:

Companion Animals

Livestock Animals

Equine

Exotic Animals

Technologies Covered:

GPS

RFID

Bluetooth

Wi-Fi

Cellular/IoT

Sensor-Based Monitoring

Connectivity Types Covered:

Wired

Wireless

Applications Covered:

Identification & Tracking

Health Monitoring

Activity & Fitness Monitoring

Behavioral Monitoring

Reproductive Monitoring

Medical Diagnosis & Treatment

Safety & Security

End Users Covered:

Veterinary Hospitals & Clinics

Livestock Farms

Pet Owners

Research Institutes & Universities

Animal Rehabilitation Centers

Distribution Channels Covered:

Direct Sales

Distributors & Wholesalers

Online Retail

Specialty Veterinary Stores

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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