

# **Pet Wearables Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Smart Collar, Smart Vest, Smart Harness and Smart Camera), By Application (Medical Diagnosis & Treatment, Identification & Tracking, Fitness Monitoring, Behavior Monitoring & Control), By Technology (RFID Technology, GPS Technology and Others), By End Use (Household and Commercial), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Pet Wearables Market is projected to expand from USD 3.57 Billion in 2025 to USD 8.05 Billion by 2031, achieving a compound annual growth rate of 14.51%. These wearable technologies, which encompass electronic devices attached to a pet's collar or body, generate continuous streams of data regarding physical activity, location, and vital health metrics. The industry's growth is fundamentally underpinned by the deepening humanization of companion animals, a phenomenon where owners increasingly treat pets as integral family members deserving of premium care standards. This strong emotional connection stimulates the demand for real-time monitoring systems that offer peace of mind and enable the early identification of medical concerns, establishing a market driver that operates independently of fleeting consumer fads.

Despite this growth trajectory, the market encounters significant obstacles related to the substantial costs of device hardware and the mandatory subscription fees required for data connectivity, which may discourage budget-conscious buyers. However, the broader economic context suggests resilience; according to the American Pet Products

Association, total pet industry expenditures in the United States hit \$152 billion in 2024. This massive financial outlay demonstrates a strong economic foundation capable of sustaining the adoption of high-value technological solutions, even in the face of existing pricing barriers.

### **Market Driver**

A primary engine for market adoption is the escalating awareness regarding pet health, fitness, and mental well-being, prompting a transition from reactive veterinary treatments to proactive management via continuous monitoring. This behavioral shift is financially corroborated by consumers' readiness to invest significantly in medical maintenance, fostering a robust environment for health-focused wearables. As noted in the American Pet Products Association's March 2024 'State of the Industry' report, United States spending on veterinary care and product sales reached \$38.3 billion in 2023. This considerable investment emphasizes the prioritization of medical wellness, thereby fueling the demand for devices capable of tracking vital signs and analyzing activity to augment professional veterinary care.

In parallel, the incorporation of IoT, AI, and advanced connectivity is upgrading these wearables from basic trackers into sophisticated diagnostic instruments. Modern algorithms can now identify minute behavioral or biometric shifts, facilitating early intervention for chronic issues; for example, Invoxia announced in their January 2024 'Minitailz Launch Announcement' that their newest AI-enabled collar monitors canine respiratory and heart rates with 97% accuracy, bringing clinical-grade precision to the consumer market. The potential for scaling such technology is bolstered by the rising population of protected animals, with the North American Pet Health Insurance Association reporting that the number of insured pets in North America surpassed 6.2 million in 2024, creating a large addressable market for data-centric risk management.

### **Market Challenge**

A major impediment to the Global Pet Wearables Market is the substantial financial burden imposed by expensive hardware combined with mandatory recurring subscription fees. Unlike conventional pet supplies, these monitoring systems typically operate on a software-as-a-service model, necessitating that owners commit to ongoing monthly or yearly payments for application functionality and data connectivity. This cost structure converts what could be a single purchase into a long-term financial obligation, creating resistance among price-sensitive consumers. As a result, the addressable market is largely restricted to higher-income demographics, limiting mass adoption

particularly in regions experiencing economic instability.

These challenges are intensified by broader economic constraints, as pet owners managing strict budgets tend to favor essential care over discretionary electronic devices. During periods of reduced disposable income, premium non-essentials such as activity trackers are often the first expenses eliminated. According to the American Pet Products Association, 19% of pet owners indicated in 2024 that they planned to reduce pet spending compared to the prior year because of financial pressures. This contraction in consumer purchasing power directly hampers the scalability of the wearables sector, as the total cost of ownership remains difficult for a significant portion of the pet-owning population to justify.

## **Market Trends**

The pet containment landscape is being fundamentally transformed by the adoption of GPS-based virtual fencing, which evolves the sector from simple location tracking to active safety management. In contrast to traditional invisible fences that demand professional installation and buried wires, these modern systems employ GNSS technology to establish customizable and portable boundaries, providing owners with enhanced flexibility. This shift from passive observation to proactive containment is driving significant commercial growth; according to the U.S. Chamber of Commerce's August 2025 article 'How Halo Collar Scaled to \$100 Million,' Halo Collar achieved \$75 million in revenue in 2024, underscoring the rapid mass-market shift toward wire-free containment infrastructure.

Simultaneously, the industry is focusing on the miniaturization of components to overcome comfort and wearability issues inherent in earlier, bulkier hardware generations. This trend aims to reduce the device's physical footprint to suit smaller dog breeds and cats without sacrificing connectivity range or battery life, thereby widening the potential customer base. The drive for improved ergonomics is highlighted by recent product releases; as reported by Retail Brew in the August 2025 article 'Fi rolls out mini version of AI pet collar ahead of the holidays,' Fi introduced a device 40% smaller than its nearest rival, specifically targeting owners who were previously discouraged by the weight and size of standard tracking collars.

## **Key Market Players**

Whistle Labs, Inc.

FitBark, Inc.

Garmin Ltd.

PetPace LLC

Tractive GmbH

Link AKC

Radio Systems Corporation

Antelliq Group

Nedap NV

Loc8tor Ltd.

## **Report Scope**

In this report, the Global Pet Wearables Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Pet Wearables Market, By Product Type

Smart Collar

Smart Vest

Smart Harness and Smart Camera

### Pet Wearables Market, By Application

Medical Diagnosis & Treatment

Identification & Tracking

Fitness Monitoring

Behavior Monitoring & Control

Pet Wearables Market, By Technology

RFID Technology

GPS Technology and Others

Pet Wearables Market, By End Use

Household and Commercial

Pet Wearables Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Pet Wearables Market.

## **Available Customizations:**

Global Pet Wearables Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

Detailed analysis and profiling of additional market players (up to five).



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