

# **Dog Collars, Leashes & Harnesses Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Collars, Leashes, Harnesses), By Material Type (Nylon, Leather, Neoprene, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2020-2030F**

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## **Abstracts**

### **Market Overview**

Global Dog Collars, Leashes & Harnesses Market was valued at USD 6.24 Billion in 2024 and is expected to grow to USD 9.01 Billion by 2030 with a CAGR of 6.31%. The global dog collars, leashes, and harnesses market is witnessing steady growth, driven by increasing pet ownership, humanization of pets, and rising spending on pet accessories. Consumers are prioritizing quality, safety, and comfort, prompting demand for durable and ergonomic products made from eco-friendly or premium materials. Urbanization and growing awareness about pet safety during outdoor activities have further accelerated adoption of harnesses and retractable leashes. E-commerce expansion and social media influence are also fueling product visibility and innovation. Additionally, rising disposable incomes in emerging markets and the trend of personalized or fashion-forward pet gear are creating new growth avenues.

### **Key Market Drivers**

#### **Rising Pet Ownership and Humanization of Pets**

The foremost driver for the global dog collars, leashes, and harnesses market is the significant increase in pet ownership, especially dogs, across the world. Approximately

69% of Australian households own at least one pet, illustrating pets' widespread prominence in family life. This growth is most prominent in urban and suburban households in North America, Europe, and rapidly urbanizing regions of Asia-Pacific and Latin America. More people view their pets as family members rather than animals, a phenomenon known as "pet humanization." This emotional bond motivates owners to invest in high-quality accessories that enhance their pets' comfort, safety, and appearance. Dog collars, leashes, and harnesses are no longer seen as simple utility items but essential lifestyle products. Pet parents are increasingly willing to spend more on products that reflect their lifestyle, values, and love for their pets, fueling the demand for stylish, functional, and customizable dog gear. This shift is also driving higher per capita expenditure on pets, directly benefiting the accessory segment. Furthermore, the pandemic-induced focus on companionship has only accelerated this trend, creating sustained momentum for the pet care and accessories market.

## **Key Market Challenges**

### Price Sensitivity and Market Saturation in Mature Economies

One of the primary challenges in the global dog collars, leashes, and harnesses market is the increasing price sensitivity among consumers, especially in mature markets like North America and Western Europe. While premiumization is a rising trend, a large portion of the consumer base continues to prioritize cost-effectiveness over advanced features or aesthetic appeal. This has led to intense competition among low- and mid-range product manufacturers, resulting in price wars and thinner profit margins. Additionally, these regions are experiencing market saturation due to the wide availability of generic, low-cost products—both offline and through online marketplaces—which often replicate the design of leading brands without adhering to the same quality standards. As a result, established brands face difficulty in differentiating themselves and maintaining brand loyalty, particularly when cost becomes the primary driver of purchase decisions. For manufacturers trying to offer innovative or sustainable solutions at a premium, convincing consumers to invest more remains an ongoing struggle, especially during periods of economic uncertainty or inflation.

## **Key Market Trends**

### Increasing Demand for Smart and Technology-Integrated Pet Accessories

One of the most significant trends in the global dog collars, leashes, and harnesses market is the growing demand for smart and technology-integrated pet accessories. Pet

owners are increasingly adopting tech-enabled solutions to monitor, train, and safeguard their pets, fueling the popularity of smart collars with GPS tracking, Bluetooth connectivity, activity monitoring, and even health diagnostics. These products allow owners to track their dog's location in real-time, set geofences, receive alerts if a pet escapes, and monitor daily exercise levels to ensure optimal health. Some advanced collars are also equipped with temperature sensors, LED lights for night walks, and bark detection features. As urban lifestyles become more fast-paced and pets spend time with pet-sitters, dog walkers, or in daycare centers, these smart accessories provide peace of mind to owners. The rising penetration of the Internet of Things (IoT), along with improved affordability and design of wearable pet tech, is driving adoption in developed markets and gradually gaining traction in emerging economies. As consumers seek to integrate pet care into their digital lifestyles, the demand for connected, multifunctional dog gear is set to rise further.

### **Key Market Players**

Ruffwear, Inc.

Radio Systems Corporation

Coastal Pet Products, Inc.

Flexi-Bogdahn International GmbH & Co. KG

Coastal Pet Products Inc.

FitBark Inc.

EzyDog, LLC

PetPace Ltd.

Hyper-Pet LLC

Scollar, Inc.

### **Report Scope:**

In this report, the Global Dog Collars, Leashes & Harnesses Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Dog Collars, Leashes & Harnesses Market, By Product Type:

Collars

Leashes

Harnesses

Dog Collars, Leashes & Harnesses Market, By Material Type:

Nylon

Leather

Neoprene

Others

Dog Collars, Leashes & Harnesses Market, By Distribution Channel:

Online

Offline

Dog Collars, Leashes & Harnesses Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Vietnam

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

## Turkey

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies presents in the Global Dog Collars, Leashes & Harnesses Market.

Available Customizations:

Global Dog Collars, Leashes & Harnesses 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).

## Contents

### **1. INTRODUCTION**

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

### **5. GLOBAL DOG COLLARS, LEASHES & HARNESSES MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

- 5.2.1. By Product Type (Collars, Leashes, Harnesses)
- 5.2.2. By Material Type (Nylon, Leather, Neoprene, Others)
- 5.2.3. By Distribution Channel (Online, Offline)
- 5.2.4. By Region
- 5.2.5. By Company (2024)

## 5.3. Market Map

# 6. NORTH AMERICA DOG COLLARS, LEASHES & HARNESSES MARKET OUTLOOK

## 6.1. Market Size & Forecast

- 6.1.1. By Value

## 6.2. Market Share & Forecast

- 6.2.1. By Product Type
- 6.2.2. By Material Type
- 6.2.3. By Distribution Channel
- 6.2.4. By Country

## 6.3. North America: Country Analysis

### 6.3.1. United States Dog Collars, Leashes & Harnesses Market Outlook

#### 6.3.1.1. Market Size & Forecast

- 6.3.1.1.1. By Value

#### 6.3.1.2. Market Share & Forecast

- 6.3.1.2.1. By Product Type
- 6.3.1.2.2. By Material Type
- 6.3.1.2.3. By Distribution Channel

### 6.3.2. Canada Dog Collars, Leashes & Harnesses Market Outlook

#### 6.3.2.1. Market Size & Forecast

- 6.3.2.1.1. By Value

#### 6.3.2.2. Market Share & Forecast

- 6.3.2.2.1. By Product Type
- 6.3.2.2.2. By Material Type
- 6.3.2.2.3. By Distribution Channel

### 6.3.3. Mexico Dog Collars, Leashes & Harnesses Market Outlook

#### 6.3.3.1. Market Size & Forecast

- 6.3.3.1.1. By Value

#### 6.3.3.2. Market Share & Forecast

- 6.3.3.2.1. By Product Type
- 6.3.3.2.2. By Material Type

#### 6.3.3.2.3. By Distribution Channel

## 7. EUROPE DOG COLLARS, LEASHES & HARNESSSES MARKET OUTLOOK

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

#### 7.2.1. By Product Type

#### 7.2.2. By Material Type

#### 7.2.3. By Distribution Channel

#### 7.2.4. By Country

### 7.3. Europe: Country Analysis

#### 7.3.1. France Dog Collars, Leashes & Harnesses Market Outlook

##### 7.3.1.1. Market Size & Forecast

###### 7.3.1.1.1. By Value

##### 7.3.1.2. Market Share & Forecast

###### 7.3.1.2.1. By Product Type

###### 7.3.1.2.2. By Material Type

###### 7.3.1.2.3. By Distribution Channel

#### 7.3.2. Germany Dog Collars, Leashes & Harnesses Market Outlook

##### 7.3.2.1. Market Size & Forecast

###### 7.3.2.1.1. By Value

##### 7.3.2.2. Market Share & Forecast

###### 7.3.2.2.1. By Product Type

###### 7.3.2.2.2. By Material Type

###### 7.3.2.2.3. Distribution Channel

#### 7.3.3. Spain Dog Collars, Leashes & Harnesses Market Outlook

##### 7.3.3.1. Market Size & Forecast

###### 7.3.3.1.1. By Value

##### 7.3.3.2. Market Share & Forecast

###### 7.3.3.2.1. By Product Type

###### 7.3.3.2.2. By Material Type

###### 7.3.3.2.3. By Distribution Channel

#### 7.3.4. Italy Dog Collars, Leashes & Harnesses Market Outlook

##### 7.3.4.1. Market Size & Forecast

###### 7.3.4.1.1. By Value

##### 7.3.4.2. Market Share & Forecast

###### 7.3.4.2.1. By Product Type

###### 7.3.4.2.2. By Material Type

- 7.3.4.2.3. By Distribution Channel
- 7.3.5. United Kingdom Dog Collars, Leashes & Harnesses Market Outlook
  - 7.3.5.1. Market Size & Forecast
    - 7.3.5.1.1. By Value
  - 7.3.5.2. Market Share & Forecast
    - 7.3.5.2.1. By Product Type
    - 7.3.5.2.2. By Material Type
    - 7.3.5.2.3. By Distribution Channel

## **8. ASIA-PACIFIC DOG COLLARS, LEASHES & HARNESSES MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Product Type
  - 8.2.2. By Material Type
  - 8.2.3. By Distribution Channel
  - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
  - 8.3.1. China Dog Collars, Leashes & Harnesses Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Product Type
      - 8.3.1.2.2. By Material Type
      - 8.3.1.2.3. By Distribution Channel
  - 8.3.2. Japan Dog Collars, Leashes & Harnesses Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Product Type
      - 8.3.2.2.2. By Material Type
      - 8.3.2.2.3. By Distribution Channel
  - 8.3.3. India Dog Collars, Leashes & Harnesses Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Product Type
      - 8.3.3.2.2. By Material Type

- 8.3.3.2.3. By Distribution Channel
- 8.3.4. Vietnam Dog Collars, Leashes & Harnesses Market Outlook
  - 8.3.4.1. Market Size & Forecast
    - 8.3.4.1.1. By Value
  - 8.3.4.2. Market Share & Forecast
    - 8.3.4.2.1. By Product Type
    - 8.3.4.2.2. By Product Type
    - 8.3.4.2.3. By Material Type
    - 8.3.4.2.4. By Distribution Channel
- 8.3.5. South Korea Dog Collars, Leashes & Harnesses Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Product Type
    - 8.3.5.2.2. By Product Type
    - 8.3.5.2.3. By Material Type
    - 8.3.5.2.4. By Distribution Channel

## **9. MIDDLE EAST & AFRICA DOG COLLARS, LEASHES & HARNESSES MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Product Type
  - 9.2.2. By Material Type
  - 9.2.3. By Distribution Channel
  - 9.2.4. By Country
- 9.3. MEA: Country Analysis
  - 9.3.1. South Africa Dog Collars, Leashes & Harnesses Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Product Type
      - 9.3.1.2.2. By Product Type
      - 9.3.1.2.3. By Material Type
      - 9.3.1.2.4. By Distribution Channel
  - 9.3.2. Saudi Arabia Dog Collars, Leashes & Harnesses Market Outlook
    - 9.3.2.1. Market Size & Forecast

- 9.3.2.1.1. By Value
- 9.3.2.2. Market Share & Forecast
  - 9.3.2.2.1. By Product Type
  - 9.3.2.2.2. By Product Type
  - 9.3.2.2.3. By Material Type
  - 9.3.2.2.4. By Distribution Channel
- 9.3.3. UAE Dog Collars, Leashes & Harnesses Market Outlook
  - 9.3.3.1. Market Size & Forecast
    - 9.3.3.1.1. By Value
  - 9.3.3.2. Market Share & Forecast
    - 9.3.3.2.1. By Product Type
    - 9.3.3.2.2. By Product Type
    - 9.3.3.2.3. By Material Type
    - 9.3.3.2.4. By Distribution Channel
- 9.3.4. Turkey Dog Collars, Leashes & Harnesses Market Outlook
  - 9.3.4.1. Market Size & Forecast
    - 9.3.4.1.1. By Value
  - 9.3.4.2. Market Share & Forecast
    - 9.3.4.2.1. By Product Type
    - 9.3.4.2.2. By Product Type
    - 9.3.4.2.3. By Material Type
    - 9.3.4.2.4. By Distribution Channel

## **10. SOUTH AMERICA DOG COLLARS, LEASHES & HARNESSES MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Product Type
  - 10.2.2. By Material Type
    - 10.2.2.1.1. By Product Type
    - 10.2.2.1.2. By Material Type
    - 10.2.2.1.3. By Distribution Channel
  - 10.2.3. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Dog Collars, Leashes & Harnesses Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value

- 10.3.1.2. Market Share & Forecast
  - 10.3.1.2.1. By Product Type
  - 10.3.1.2.2. By Material Type
  - 10.3.1.2.3. By Distribution Channel
- 10.3.2. Argentina Dog Collars, Leashes & Harnesses Market Outlook
  - 10.3.2.1. Market Size & Forecast
    - 10.3.2.1.1. By Value
  - 10.3.2.2. Market Share & Forecast
    - 10.3.2.2.1. By Product Type
    - 10.3.2.2.2. By Material Type
    - 10.3.2.2.3. By Distribution Channel
- 10.3.3. Colombia Dog Collars, Leashes & Harnesses Market Outlook
  - 10.3.3.1. Market Size & Forecast
    - 10.3.3.1.1. By Value
  - 10.3.3.2. Market Share & Forecast
    - 10.3.3.2.1. By Product Type
    - 10.3.3.2.2. By Material Type
    - 10.3.3.2.3. By Distribution Channel

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

## **13. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS**

## **14. PORTERS FIVE FORCES ANALYSIS**

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

### 15.1. Company Profiles

#### 15.1.1. Ruffwear, Inc.

##### 15.1.1.1. Business Overview

##### 15.1.1.2. Company Snapshot

##### 15.1.1.3. Products & Services

##### 15.1.1.4. Financials (As Per Availability)

##### 15.1.1.5. Key Market Focus & Geographical Presence

##### 15.1.1.6. Recent Developments

##### 15.1.1.7. Key Management Personnel

#### 15.1.2. Radio Systems Corporation

#### 15.1.3. Coastal Pet Products, Inc.

#### 15.1.4. Flexi-Bogdahn International GmbH & Co. KG

#### 15.1.5. Coastal Pet Products Inc.

#### 15.1.6. FitBark Inc.

#### 15.1.7. EzyDog, LLC

#### 15.1.8. PetPace Ltd.

#### 15.1.9. Hyper-Pet LLC

#### 15.1.10. Scollar, Inc.

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

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