

Pet Wearable Market Size, Trends, Analysis, and Outlook By Component (GPS Chips, RFID Chips, Connectivity Integrated Circuit, Sensors, Processors, Memory, Displays, Batteries, Others), By Product (Smart Collar, Smart Camera, Smart Harness and Vest, Others), By Animal (Dogs, Cats, Others), By Application (Identification & Tracking, Behavior Monitoring & Control, Facilitation, Safety & Security, Medical Diagnosis), by Country, Segment, and Companies, 2024-2032

<https://marketpublishers.com/r/PDF27832D3F0EN.html>

Date: April 2024

Pages: 205

Price: US\$ 3,980.00 (Single User License)

ID: PDF27832D3F0EN

Abstracts

The global Pet Wearable market size is poised to register 17.4% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Pet Wearable market across By Component (GPS Chips, RFID Chips, Connectivity Integrated Circuit, Sensors, Processors, Memory, Displays, Batteries, Others), By Product (Smart Collar, Smart Camera, Smart Harness and Vest, Others), By Animal (Dogs, Cats, Others), By Application (Identification & Tracking, Behavior Monitoring & Control, Facilitation, Safety & Security, Medical Diagnosis)

The pet wearable market is poised for substantial growth owing to the increasing adoption of pet monitoring devices, GPS trackers, and activity monitors by pet owners, veterinarians, and animal welfare organizations, as well as advancements in wearable sensor technologies, wireless connectivity, and data analytics that enable real-time pet health monitoring, behavior tracking, and location tracking while enhancing pet safety,

well-being, and human-animal bond. With innovations in pet wearable design, form factors, and battery life, there is an opportunity for pet tech companies to offer integrated solutions that support preventive care, early disease detection, and personalized pet wellness plans while providing pet owners with actionable insights, alerts, and recommendations for proactive pet care management in today's digital age. Further, the integration of telemedicine platforms, remote veterinary consultations, and pet health insurance services is expected to drive further market growth and facilitate access to comprehensive pet healthcare services for pet owners worldwide.

Pet Wearable Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Pet Wearable market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Pet Wearable survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Pet Wearable industry.

Key market trends defining the global Pet Wearable demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

Pet Wearable Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Pet Wearable industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Pet Wearable companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Pet Wearable industry

Leading Pet Wearable companies are boosting investments to capitalize on untapped

potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Pet Wearable companies.

Pet Wearable Market Study- Strategic Analysis Review

The Pet Wearable market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Pet Wearable Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Pet Wearable industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three case scenarios- low case, reference case, and high case scenarios.

Pet Wearable Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2032.

North America Pet Wearable Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Pet Wearable market segments. Similarly, Strong market demand is encouraging Canadian Pet Wearable companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Pet Wearable market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Pet Wearable Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Pet Wearable industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Pet Wearable market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Pet Wearable Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Pet Wearable in Asia Pacific. In particular, China, India, and South East Asian Pet Wearable markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Pet Wearable Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Pet Wearable Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Pet Wearable market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Pet Wearable.

Pet Wearable Market Company Profiles

The global Pet Wearable market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Avid Identification Systems Inc, Barking Labs LLC, Datamars Inc, Felcana Ltd, FitBark Inc, Garmin Ltd, GoPro Inc, LATSEN Inc, Link My Pet Inc, Loc8tor Ltd, Mars Inc, PETFON Inc, PetPace Ltd, PetTech.co.uk Ltd, Tractive GmbH.

Recent Pet Wearable Market Developments

The global Pet Wearable market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Pet Wearable Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast)

Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Component

GPS Chips

RFID Chips

Connectivity Integrated Circuit

Sensors

Processors

Memory

Displays

Batteries

Others

By Product

Smart Collar

Smart Camera

Smart Harness and Vest

Others

By Animal

Dogs

Cats

Others

By Application

Identification & Tracking

Behavior Monitoring & Control

Facilitation

Safety & Security

Medical Diagnosis

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Avid Identification Systems Inc

Barking Labs LLC

Datamars Inc

Felcana Ltd

FitBark Inc

Garmin Ltd

GoPro Inc

LATSEN Inc

Link My Pet Inc

Loc8tor Ltd

Mars Inc

PETFON Inc

PetPace Ltd

PetTech.co.uk Ltd

Tractive GmbH

Formats Available: Excel, PDF, and PPT

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Barking Labs LLC

Datamars Inc

Felcana Ltd

FitBark Inc

Garmin Ltd

GoPro Inc

LATSEN Inc

Link My Pet Inc

Loc8tor Ltd

Mars Inc

PETFON Inc

PetPace Ltd

PetTech.co.uk Ltd

Tractive GmbH.

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