

Europe Pet Tech Market Report and Forecast 2024-2032

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Report description:

Europe Pet Tech Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Europe pet tech market is projected to grow at a CAGR of 20.7% between 2024 and 2032. Aided by the growing bond between pet owners and their pets and the increasing inclination towards smart pet care solutions, the market is expected to grow significantly by 2032.

Pet technology or pet tech encompasses a range of digital tools, gadgets, and solutions designed to enhance the care, wellbeing, and entertainment of pets. This domain includes smart feeders, pet wearables, interactive toys, and pet monitoring systems. With the increasing humanisation of pets and the growing focus on their holistic wellbeing, pet tech has seen a surge in adoption across European households.

The rising pet ownership and the evolving status of pets from being mere companions to family members in households drive the Europe pet tech market growth. As pet parents become more invested in understanding and catering to their pets' needs, there's a noticeable shift towards tech-enabled products that offer convenience, insights, and enhanced care.

Furthermore, the digital transformation wave across Europe has significantly influenced the pet care sector. The integration of IoT, AI, and mobile applications into pet care products allows pet owners to monitor their pets' health metrics, location, and even emotional states in real-time. Wearable devices like smart collars provide data on a pet's activity levels, caloric burn, and overall health, empowering owners with actionable insights.

The Europe pet tech market outlook also gets influenced by the increasing disposable incomes and the willingness of European pet owners to invest in premium and advanced pet care products. Interactive toys that stimulate pets' cognitive and physical faculties, automated feeders that ensure timely meals, and smart cameras that allow remote monitoring and interaction are some of the popular products in this segment.

Moreover, the growth in urban living and the accompanying space constraints have resulted in a demand for innovative solutions that cater to the well-being of pets in compact living environments. Pet tech devices that assist in behavioural training, indoor stimulation, and health monitoring cater to this urban pet owner demographic.

Furthermore, the Europe pet tech market demand is likely to witness a steady surge in the future. This can be attributed to the continuous innovations, addressing data security, and creating cost-effective solutions will likely pave the way for broader

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acceptance and integration of pet tech in regular pet care routines.

Market Segmentation

The market can be divided based on technology, application, end use, and region.

Market Breakup by Technology

- RFID
- GPS
- Sensors
- Others

Market Breakup by Application

- Identification and Tracking
- Behaviour Monitoring and Control
- Safety and Security
- Medical Diagnosis and Treatment
- Others

Market Breakup by End Use

- Household
- Commercial

Market Breakup by Country

- United Kingdom
- Germany
- France
- Italy
- Others

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