

United States Pet Tech Market Report and Forecast 2024-2032

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Report description:

United States Pet Tech Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the United States pet tech market is projected to grow at a CAGR of 13.1% between 2024 and 2032. Aided by the escalating demand for advanced pet care products and services and the increase in adoption of rescue pets across the country, the market is expected to grow significantly by 2032.

Pet technology encompasses a broad range of innovative products and services, designed to enhance pet care and ownership. These include smart pet accessories, wearables, feeders, doors, and grooming products, pet services applications, and veterinary telehealth platforms. The key value proposition of pet tech lies in the enhanced comfort, safety, health, and wellbeing it brings to pets and the convenience it offers to pet owners.

The primary driver of the United States pet tech market growth is the increasing pet ownership and the owners' willingness to spend on pet care. The humanisation of pets, viewing them as family members, has led to heightened concern for their welfare and a surge in demand for high-quality pet products and services.

The rising trend of pet health and fitness is a significant factor propelling the market expansion. Pet owners are increasingly turning to technology for managing their pets' health, with products like smart wearables that track physical activity, sleep, and other health metrics. The growing awareness of pet obesity and related health issues has bolstered this trend.

Pet tech's role is also expanding in areas such as nutrition and feeding. Intelligent feeding solutions that manage feeding schedules, portion sizes, and monitor dietary intake are gaining traction, fuelled by the need to maintain pets' optimal weight and nutrition, thus boosting the United States pet tech market demand.

Beyond physical health, pet tech is also making strides in addressing pet behaviour and mental well-being. Innovations like smart toys and interactive entertainment systems are being adopted to stimulate pets' minds and keep them engaged during owners' absence, helping alleviate issues like separation anxiety.

The expanding use of telehealth in the veterinary field is one of the key United States pet tech market trends propelling the market growth. Remote veterinary consultations, facilitated by smartphone apps and platforms, offer convenience, save time, and can be critical in emergencies when immediate in-person veterinary care is not accessible.

Market Segmentation □

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The market can be divided based on product, vertical, distribution channel, and region.

Market Breakup by Product

- Tracking Equipment
- Monitoring Equipment
- Entertainment Equipment
- Feeding Equipment
- Others

Market Breakup by Vertical

- Private
- Commercial

Market Breakup by Distribution Channel

- Offline
- Online

Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the United States pet tech market. Some of the major players explored in the report by Expert Market Research are as follows:

- Garmin Ltd
- Softeq Development Corp.
- CleverPet, Inc.
- Dogtra Company
- Pawscout, Inc.
- Others

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