SCOTTS
INTERNATIONAL

Pet Wearable - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-07-02 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License $4750.00
- Team License (1-7 Users) $5250.00
- Site License $6500.00
- Corporate License $8750.00

Report description:

Pet Wearable Market Analysis

The Pet Wearable Market size is estimated at USD 3.14 billion in 2025, and is expected to reach USD 6.67 billion by 2030, at a CAGR of 13.49% during the forecast period (2025-2030).

Steady demand for connected collars, cameras, and health trackers reflects owners' growing focus on preventive care, remote monitoring, and safety. Artificial-intelligence analytics embedded in devices shorten diagnosis times, while subscription bundles lock in predictable revenue for vendors. Veterinary telehealth platforms now rely on real-time data streams from collars and sensors, enabling continuous care that was not feasible during episodic clinic visits. Hybrid connectivity that blends GPS, LTE, Wi-Fi, and Bluetooth mitigates coverage gaps, improving user satisfaction. Investment momentum remains high despite lingering privacy concerns because insurers, veterinarians, and platform providers all benefit from the steady flow of biometric insights.

Global Pet Wearable Market Trends and Insights

Subscription-based Pet Wellness Ecosystems Driving Recurring Revenue

Subscription bundles that pair devices with analytics dashboards, live vet support, and cloud storage are reshaping the pet wearable market. Hardware sales once generated single-period income, yet device makers now derive a larger share from monthly or annual plans that include location services and health alerts. Subscribers receive firmware updates that keep collars current, extending product lifecycles and encouraging brand loyalty. Recurring cash flows improve forecasting accuracy for manufacturers and attract investors seeking steady margins. Integration with veterinary partners and insurers deepens customer stickiness, because users can manage health records, diet recommendations, and insurance claims from one hub.

Rising Integration of Wearables with Veterinary Telehealth Platforms

Collars capable of measuring heart rate variability, respiration, and activity now transmit readings directly into telemedicine portals. Veterinarians review dashboards during virtual appointments, reducing clinic visits for routine check-ups. Continuous data streams expose patterns that signal chronic disorders days before clinical symptoms arise, enabling earlier intervention. The approach also improves compliance; caregivers are more likely to follow treatment plans when progress indicators are visible in real time. Clinics gain operational efficiency because AI tools summarise sessions and automate record keeping, freeing staff to concentrate on patient outcomes.

Premium Pricing of Products Limiting Mass-Market Adoption

Advanced collars with multi-sensor arrays can retail near USD 100, with additional monthly fees for health analytics. Such pricing poses a barrier in price-sensitive markets and among owners with multiple pets. Semiconductor shortages and rising logistics costs have further inflated bill-of-materials expenses, squeezing margins and leaving limited room for discounting. Manufacturers are experimenting with tiered feature sets, entry-level options, and refurbished units to broaden reach. Even so, mass adoption will require economies of scale or alternative revenue models that subsidise hardware through service upsells.

Other drivers and restraints analyzed in the detailed report include:

Growing Pet Humanization and Preventive Health Spending Worldwide / Global Expansion of Pet Insurance Plans Linked to Wearable Data / Heightened Consumer Concerns over Data Privacy and Security /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Smart collars generated 60.50% of pet wearable market size in 2024, benefiting from combined GPS, activity, and health-sensor functions. Many models now track pulse and respiration alongside location, creating an all-in-one package for owners seeking preventive care. Continuous upgrades such as bark-pattern recognition or arrhythmia detection differentiate premium units, sustaining a price premium. Smart cameras, by contrast, deliver rapid growth through 2030 with a 14.10% CAGR. Camera-enabled feeders and treat dispensers appeal to remote workers who wish to interact with pets during the day. Integration with voice assistants boosts comfort because users can view live video or dispense food through simple commands. As both categories converge, compatibility frameworks that allow collars to sync with in-home cameras will define brand ecosystems and influence switching costs.

Manufacturers address size and comfort challenges by shifting sensors to harnesses and vests for large breeds that require balanced weight distribution. Minimalist tags satisfy owners who prioritise lightweight form factors and longer battery life. The evolving product mix indicates that no single form factor addresses every need; instead a modular ecosystem, anchored by collars and augmented by cameras, appears most viable. Industry observers expect future growth to hinge on interoperability standards that simplify data exchange across multiple devices, cloud platforms, and veterinary systems.

Identification and tracking held half of pet wearable market share in 2024, reflecting baseline demand for escape alerts and geo-fencing. Nonetheless, medical diagnosis and treatment leads the growth curve, achieving the highest forecast CAGR at

15.56%. Smart collars leveraging AI interpret sleep-stage variance and heart-rate deviations to flag early signs of disease. When integrated with veterinary dashboards, these insights steer personalised care plans, reinforcing the clinical value proposition. Monitoring and control functions remain relevant for managing exercise regimes, obesity, or post-surgery recovery, while safety and security functions continue to target theft deterrence in dense urban areas.

Increasing sensor fusion allows a single device to serve multiple applications. For example, activity monitoring now informs calorie recommendations, and temperature tracking assists both health assessment and theft alerts because thermal signatures change if a pet is confined in a hot vehicle. As diagnostic accuracy climbs, more insurers accept collar-derived metrics as proofs of compliance, encouraging owners to maintain consistent device use. This feedback loop will likely accelerate the shift in share toward health-focused applications within the pet wearable market.

The Pet Wearable Market Report Segments by Product (Smart Collar, Smart Camera, and More), by Application (Identification and Tracking, Monitoring and Control, and More), by Animal Type (Dogs, Cats, Other Animals), by Connectivity Mode (Stand-Alone GPS Wi-Fi Only and More), by End User Household (Pet Owners Veterinary and More) and Geography (North America and More). The Market Forecasts are Provided in Terms of Value (USD)

Geography Analysis

North America led in 2024 with 39.60% of global revenue thanks to high pet ownership, disposable income, and a mature veterinary infrastructure. Hospitals frequently recommend connected collars, and insurers collaborate with device makers to offer premium discounts for compliance. The presence of leading brands and robust e-commerce logistics accelerates new-product roll-outs. Regulations around data privacy remain strict, encouraging early adoption of encryption standards that later influence global best practice.

Asia-Pacific posts the fastest projected CAGR at 15.87% as urbanisation, rising incomes, and the cultural trend of pet humanisation converge. Millennial and Gen Z consumers in China, South Korea, and India favour technology-enabled solutions that promise healthier, longer lives for their companion animals. Local makers team up with global brands to tailor language settings, map coverage, and payment methods. Government efforts to improve animal welfare standards further boost uptake in key cities.

Europe remains a significant contributor, marked by rigorous safety guidelines and growing uptake of comprehensive pet insurance that rewards preventive monitoring. Manufacturers emphasise eco-friendly materials and circular-economy approaches to align with consumer sustainability expectations. Latin America and the Middle East & Africa collectively account for a smaller but rising share. Rapid smartphone adoption and social-media visibility of smart collars elevate awareness, yet high device prices temper penetration. Regional distributors explore instalment payment plans and entry-level models to stimulate demand. Supply-chain diversification by global brands, including assembly facilities in Mexico and Vietnam, may shorten delivery times and reduce tariffs, supporting future growth across developing regions.

List of Companies Covered in this Report:

Tractive GmbH / Fi (SmartDog LLC) / Garmin / Mars Inc. (Whistle) / FitBark / Pawfit (Latsen Technology) / Loc8tor / Dogtra Co. / PetPace / Pod Trackers / Ceres Tag / Sure Petcare (CFX-Mars) / Wagz Inc. / PitPat Ltd. / PetSafe (Radio Systems Corp.) / Halo Collar Co. / Xiaomi (Petkit) / Otto Petcare Systems /

Additional Benefits:

 The market estimate (ME) sheet in Excel format /

3 months of analyst support /

Table of Contents:

SCOTTS INTERNATIONAL

Pet Wearable - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-07-02 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:
- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	$4750.00
	Team License (1-7 Users)	$5250.00
	Site License	$6500.00
	Corporate License	$8750.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.
** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-03-02
		Signature	

Scotts International. EU Vat number: PL 6772247784
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com