

# Smart Connected Pet Collar Market Poised for Substantial Growth, Projected to Cross a Value of USD 653.5 Million by 2026

*Rapid humanization of pets, rise in trend of nuclear families, and increase in awareness about pet health drive the global smart connected pet collar market*



The global smart connected pet collar market size was valued at \$322.7 million in 2018, and is projected to reach \$653.5 million by 2026, registering a CAGR of 9.5% from 2019 to 2026. "

*Allied Market Research*

WILMINGTON, DE, UNITED STATES, November 20, 2024 /EINPresswire.com/ -- Allied Market Research published a report, titled, "[Smart Connected Pet Collar Market](#) Type (Cat and Dog) and Sales Channel (Offline and Online): Global Opportunity Analysis and Industry Forecast, 2019–2026." According to the report, the global smart connected pet collar market garnered \$322.7 million in 2018, and is estimated to reach \$653.5 million by 2026, registering a CAGR of 9.5% from 2019 to 2026.

## Drivers, restraints, and opportunities

Rise in trend of nuclear families, rapid humanization of pets, and increase in awareness about pet health drive the global smart connected pet collar market. However, unfavorable environment for pets and rise in occurrence of pet allergy restrain the market growth. On the other hand, increase in pet ownership in the developing nations and rise in e-commerce sales create new opportunities in the coming years.

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The dog segment to maintain its lead status in terms of revenue throughout the forecast period

Based on pet type, the dog segment accounted for more than two-thirds of the global smart connected pet collar market in 2018, and is expected to maintain its lead status in terms of revenue throughout the forecast period. This is due to rise in awareness and consciousness of owners about pet's health responsible to change their preference towards smart collars to continuously monitor their location as well as their health. However, the cat segment is

estimated to portray the highest CAGR of 10.0% from 2019 to 2026, owing to rise in need of smaller pets in households.

The offline segment to maintain its leadership position during the forecast period

Based on sales channel, the offline segment contributed to the highest market share in 2018, with more than four-fifths of the global smart connected pet collar market, and is estimated to maintain its leadership position during the forecast period. This is attributed to easy accessibility and availability of wide range of pet accessories. However, the online segment is estimated to generate the fastest CAGR of 10.6% from 2019 to 2026. This is due to rapid growth in online and mobile user customer bases in emerging markets.

North America, to maintain its dominance during the forecast period

Based on region, North America accounted for the highest share based on revenue, holding for more than half of the total share of the global smart connected pet collar market in 2018, and is projected to maintain its dominant position throughout the forecast period. This is attributed to increase in the number of pet owner families in this region. However, Asia-Pacific is estimated to portray the fastest CAGR of 12.3% from 2019 to 2026, owing to rise in purchasing power and rapid urbanization in this region.

For more information, please contact us at: <https://www.alliedmarketresearch.com/purchase-enquiry/6408>

Leading market players

FitBark

Radio Systems Corporation

Tractive

PetPace

Eureka Technology Partners, LLC

Scollar

Wagz, Inc.

KYON

Whistle Labs Inc.

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