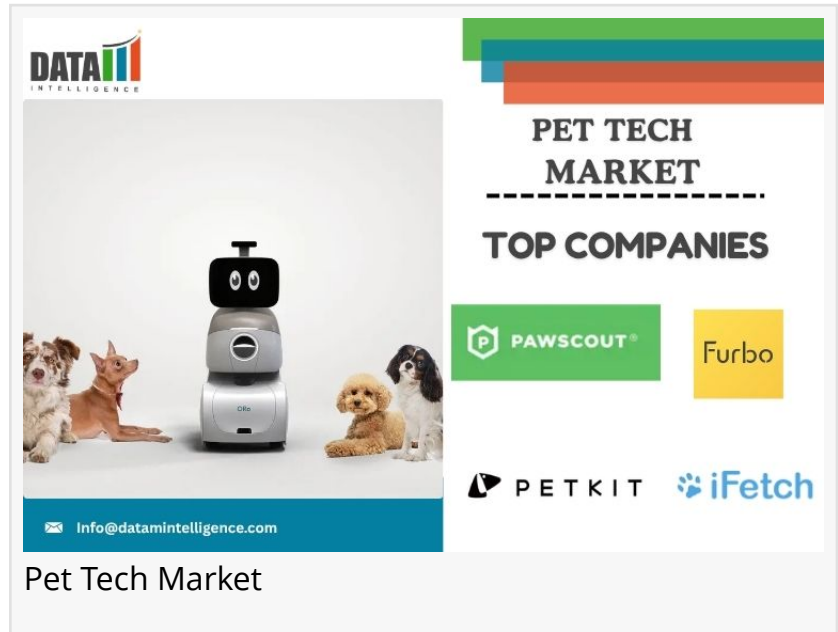


Future of Pet Tech Market: Smart Solutions for Modern Pet Owners | Market Investment Insights 2024-2032

The Pet Tech Market is rapidly growing with smart devices and health trackers driving increased pet care and owner engagement.

AUSTIN, TX, UNITED STATES, July 29, 2025 /EINPresswire.com/ -- Market Size and Growth

The global [Pet Tech Market](#) was valued at approximately US\$ 7.65 billion in 2024 and is projected to surge to around US\$ 22.77 billion by 2032, advancing at a CAGR of 14.61% over the forecast period 2024-2032



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Key Market Drivers and Opportunities



In the U.S., rising pet ownership and demand for smart health tracking are fueling the pet tech market, expected to exceed USD 22.77 billion by 2031 as innovation continues to drive adoption."

*DataM Intelligence 4Market
Research LLP*

Rise in Pet Ownership: The global increase in pet adoption, especially among millennials and Gen Z, is fueling demand for smart pet solutions that offer convenience, safety, and well-being.

Tech-Savvy Pet Parents: Consumers are eager for connected devices that help track pets' health, location, activity, and nutrition mirroring the human wellness tech boom.

AI & IoT Integration: Artificial Intelligence and Internet of Things (IoT) are playing a central role in developing

smarter, more responsive pet care products from behavior analysis tools to real-time GPS collars.

Demand for Remote Care: As more people return to offices or travel, smart feeders, treat dispensers, and surveillance cameras ensure pets are looked after even when owners are away.

Key Challenges:

High product costs limit adoption among budget-conscious pet owners.

Data privacy concerns with smart pet devices tracking behavior and location.

Limited battery life in wearables affects long-term usability.

Compatibility issues across different pet tech ecosystems and platforms.

Lack of consumer awareness in emerging markets slows growth.

Regulatory uncertainties for health-monitoring pet devices.

Geographical Share

United States: The U.S. remains the largest contributor to the global pet tech market, driven by high disposable income, strong pet ownership culture, and the rapid adoption of smart home ecosystems.

Japan: Japan's pet tech sector is growing fast, with an aging population of both humans and pets pushing demand for health-monitoring wearables, veterinary telemedicine, and automated care systems.

Key Players

The Pet Tech landscape is evolving through the influence of major global players alongside agile, forward-thinking startups. Some of the major players include:

Pawscout, Inc.

Whistle

Petkit

Furbo

iFetch, LLC.

FitBark

Garmin International, Inc.

Petcube, Inc.

DOGTRA

Tractive

Market Segments:

By Product Type: (Tracking Equipment, Monitoring Equipment, Entertainment Equipment, Feeding Equipment)

By Application: (Pet Safety, Pet HealthCare, Pet Owner Convenience, Communication & Entertainment)

By Distribution Channel: (Supermarkets & Hypermarkets, Petcare Stores, E-Commerce, Others)

By Region: (North America, Latin America, Europe, Asia Pacific, Middle East, and Africa)

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Recent Developments

United States – 2025 & 2024

In 2025, a major U.S. brand launched an AI-driven smart litter box that analyzes feline health through waste data, sending real-time alerts to pet owners.

In 2024, a leading dog-tracking device maker rolled out a nationwide pet health subscription model, bundling GPS tracking with tele-vet access and nutrition plans.

Japan – 2025 & 2024

In 2025, a startup in Tokyo launched an innovative smart harness for aging dogs, integrating mobility assistance with posture sensors to notify owners of potential joint or muscle concerns.

In 2024, developers in Japan introduced an intelligent aquarium system that remotely manages

pH levels, lighting, and feeding times via a mobile app, enhancing convenience and fish care.

Conclusion

The global pet tech market is entering a new era, with technology playing a central role in today's pet care routines. From intelligent wearables and wellness apps to automated feeders and AI-powered monitoring, the sector is redefining how pet owners connect with and care for their beloved animals. With significant momentum in markets like the U.S. and Japan, pet tech is no longer a luxury; it's the future of responsible pet ownership.

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