

# Smart Collar Tag for Cow Market to hit US\$ 556.6 million by 2031 | Global Trends, Challenges & Growth Prospects 2024

*Smart Collar Tags for Cows Market Dynamics, Adoption & Competitive Strategies 2024*

AUSTIN, TX, UNITED STATES, December 2, 2025 /EINPresswire.com/ -- Market Size and Growth

According to DataM Intelligence, the [Smart Collar Tag for Cow Market](#) was valued at USD 321.3 million in 2022 and is projected to grow to USD 556.6 million by 2031, registering a compound annual growth rate (CAGR) of 7.11% between 2024 and 2031.



Smart collar tags offer real-time monitoring of cattle health, location tracking, reproductive status, and behavior analysis, improving herd management efficiency and productivity. Growing concerns over animal welfare, rising demand for dairy and meat products, and the need for sustainable farming practices are fueling the adoption of these smart devices globally.



United States Smart Collar Tag for Cow Market Outlook 2024 | Precision Farming, IoT Integration & Sustainable Livestock Solutions"

*DataM Intelligence 4Market Research LLP*

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Growth Drivers

1. Increasing awareness and adoption of precision farming

techniques among dairy and beef producers.

2. Rising demand for real-time health monitoring to reduce disease outbreaks and improve animal welfare.
3. Government initiatives and subsidies promoting smart agriculture and livestock monitoring technologies.
4. Integration of AI, cloud computing, and big data analytics with smart collar solutions for predictive insights.
5. Expansion of smart farming infrastructure in emerging markets such as India, Brazil, and Southeast Asia.

## Market Segmentation Analysis

### By Technology

RFID-based Smart Collars: Leading the market with real-time animal identification and tracking capabilities.

GPS-enabled Smart Collars: Growing rapidly for enhanced location tracking and grazing pattern analysis.

Sensor-based Collars: Equipped with health and environmental sensors to monitor vital signs and behavior.

### By Application

Health Monitoring: Monitoring vitals such as temperature, heart rate, and activity levels.

Reproductive Management: Tracking estrus cycles and improving breeding efficiency.

Location Tracking & Geo-fencing: Preventing theft and optimizing grazing through real-time location data.

Behavior & Activity Monitoring: Detecting lameness, feeding habits, and stress indicators.

### By End User

Dairy Farms: Largest market share due to high need for productivity and health monitoring.

Beef Farms: Growing adoption for enhanced livestock management.

Government & Research Institutes: Using smart collars for animal health studies and disease

control.

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## Regional Insights

### North America

1. The U.S. leads the market with high technology adoption, supported by government grants for smart agriculture.
2. Increasing use of GPS and sensor-enabled collars for herd management in large-scale dairy farms.

### Europe

1. Strong growth driven by stringent animal welfare regulations and sustainability initiatives.
2. Countries like the UK, Germany, and France are investing in smart livestock technologies.
3. Collaborative research projects enhancing collar functionalities and interoperability.

### Asia-Pacific

1. Rapid market growth fueled by rising dairy production and modernization of agriculture in India, China, and Australia.
2. Government support for IoT adoption in agriculture and increasing awareness among farmers.
3. Entry of low-cost, scalable smart collar solutions making technology accessible to smallholders.

### Latin America & Middle East & Africa

1. Emerging markets with growing interest in livestock digitalization.
2. Brazil is a key player with increasing adoption of smart farming technologies.
3. Challenges include lack of infrastructure and limited digital literacy, but these are being addressed via regional initiatives.

## Key Players:

The Smart Collar Tag for Cow market is moderately consolidated, with several global and regional players innovating in collar design, sensor integration, and cloud analytics.

. Allflex Livestock Intelligence

. Cowlar

. SCR by Allflex

. Zoetis

. Gallagher Group

. HerdDogg

. Smartbow GmbH

. Connecterra

. Diamond Dotz

. Paint With Diamonds

. Diamond Art Club

. Diamond Art Home

. Leisure Arts

. Diamond Painting Pro

. Pretty Neat Creative

. DIY Moon Shop

. Yiwu Kaina Arts

. CARREAU.

## Key Highlights:

1. Allflex Livestock Intelligence leads with advanced sensor integration and global presence.
2. Cowlar focuses on AI-powered analytics for dairy herd management.
3. SCR by Allflex emphasizes reproductive health monitoring solutions.
4. Startups are innovating with lightweight, long-battery-life collars targeting small farms.

## Recent Developments

1. Cowlar launched AI-enhanced collar tags with improved lameness detection
2. Allflex expanded cloud platform capabilities to integrate weather and pasture data with collar insights
3. Zoetis acquired a precision livestock monitoring startup to strengthen sensor technologies
4. Gallagher introduced collars with solar charging to enhance battery life in remote areas

## Market Outlook and Opportunities

The market is poised for robust growth as precision livestock farming gains traction globally.

Integration of 5G and edge computing is expected to enhance real-time data processing capabilities.

Growing demand for sustainable meat and dairy production will drive adoption of animal welfare technologies.

Expansion opportunities exist in emerging markets with large cattle populations but limited digital infrastructure.

Partnerships between technology providers and agricultural cooperatives will accelerate market penetration.

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## Conclusion

The Smart Collar Tag for Cow Market represents a significant leap forward in livestock management, merging IoT, AI, and cloud technologies to empower farmers with actionable

insights. smart collars are revolutionizing the dairy and beef sectors by improving animal health, productivity, and operational efficiency. Key industry players and innovators continue to push technological boundaries, making smart livestock monitoring accessible across diverse geographies and farm sizes. As global demand for sustainable and ethical farming intensifies, smart collar technologies are set to become indispensable tools in modern agriculture.

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