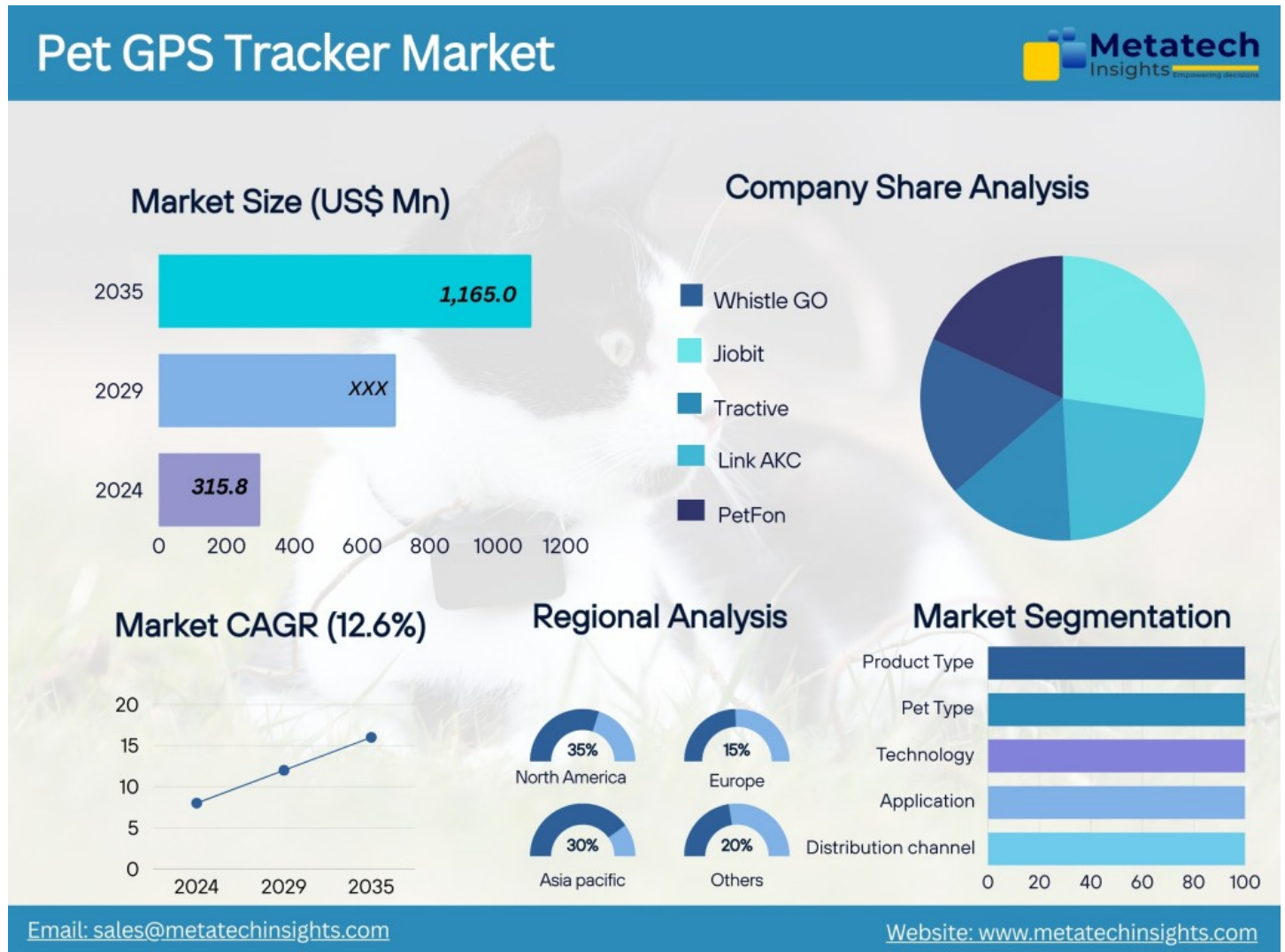


Pet GPS Tracker Market Set to Reach USD 1,165.0 Million by 2035, with a 12.6% CAGR

Growing at a 12.6% CAGR, the Pet GPS Tracker Market was worth USD 315.8 Million in 2024, is expected to hit USD 355.59 Million in 2025, and will surge to USD 1,165.0 Million by 2035



Moncton, New Brunswick Apr 8, 2025 (Issuewire.com) - Metatech Insights reports that the [Pet GPS Tracker Market](#) accounted for USD 315.8 Million in 2024 and is expected to reach USD 1,165.0 Million by 2035, growing at a CAGR of around 12.6% between 2025 and 2035. The pet GPS tracker market focuses on devices designed to monitor the location and movements of pets, primarily dogs and cats. These GPS devices track live locations to help owners find a lost pet or wandered away. There are some of the main factors to contribute to growth in this industry which include increased pet ownership, safety issues, and rapid technological advancements. Activity tracking, geofencing, and health monitoring are some add-ons that are part of many devices. In pet collars, a lot of budget and preference options are available because they range from simple collars to smart devices. Combining it with IoT and smartphone connectivity is further pushing this industry towards being innovation-centric.

What are the Top Factors Driving Growth in the Pet GPS Tracker Market?

Pet adoption rates continue to increase while owners bestow human-like treatment upon their pets.

Pet adoptions across the world, especially of dogs and cats, lead directly to increased GPS tracker demand rates. tōwn increasing pet adoption and changes in social views about pets, the pet parent community shows a growing interest in protecting their companions through proactive safety measures. The increasing emotional bond between humans and pets drives the market demand for intelligent tracking solutions that offer instant position-tracking features together with movement analysis and location boundary functions.

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This trend occurs because urban living and smaller family structures force owners to leave their pets unattended inside their homes or outside. GPS tracking devices are selected by pet owners to stop their animals from going missing while also creating rapid pet recovery systems. The increasing interest in pet health and safety drives the market toward wearable technologies designed for pets. The sustained development in the pet GPS tracker market is most visible within developed areas.

Technological Advancements in GPS and Connectivity

GPS technology has experienced rapid development and the establishment of 4G LTE-M and NB-IoT networks makes pet trackers more effective. The modern pet GPS tracker delivers features that include real-time tracking as well as extended battery functions and two-way audio service alongside health monitoring that attracts motivated tech consumers. Users can access smartphone applications that display instant notifications and remote tracking features for their pets.

The reduction in device components has produced devices that are both lighter and better for pet-wearing comfort. Artificial Intelligence analytic systems alongside cloud-based record storage systems both improve pet monitoring experiences while delivering valuable insights to pet owners. The market demand for GPS trackers continues to grow because innovations enable location tracking to extend to behavior and fitness monitoring capabilities.

Browse key industry insights spread across **210** pages with 120+ Market data tables and figures & charts from the report on the **Pet GPS Tracker Market By Product Type (Collar GPS Trackers, Harness GPS Trackers, and Wearable GPS Pet Types), By Pet Type (Dogs, Cats, and Others), By Technology (Cellular GPS Trackers, Radio Frequency (RF) Trackers, Bluetooth Trackers, and Wi-Fi-Based Trackers), By Application (Real-Time Tracking, Geofencing, Activity Monitoring, and SOS/Alert Features), and By Distribution channel (Online Retail, Offline Retail, and Direct Sales), Global Market Size, Segmental analysis, Regional Overview, Company share analysis, Leading Company Profiles And Market Forecast, 2025 – 2035:** <https://www.metatechinsights.com/industry-insights/pet-gps-tracker-market-1157>

What is the significant challenge impacting the Pet GPS Tracker Market?

High Cost and Limited Battery Life of Devices

The Pet GPS Tracker Market faces major difficulties because GPS tracker devices cost too much and their batteries do not last as long as needed. Advanced pet GPS trackers that include real-time tracking

alongside geofencing through health monitoring systems cost significantly more, making them unavailable to price-sensitive consumers, mainly in developing areas.

The need to charge Pet GPS Trackers often happens because of their limited battery life, which creates difficulties for pet owners during long outdoor periods. User satisfaction decreases while customer base growth gets restricted due to high prices. GPS data plans, together with subscriptions, create additional expenses that increase the total cost of using GPS tracking devices. The industry faces a fundamental challenge to develop affordable tracking solutions with energy-efficient functionality.

What are the attractive investment opportunities that can drive industry growth?

Expansion into Emerging Markets with Rising Pet Ownership

Investors can profitably enter emerging economies like India, Brazil, Indonesia and Southeast Asia because pet ownership keeps increasing with developments in urbanization and changing lifestyles of these countries. The growing awareness regarding pet healthcare throughout these regions will boost market expectations for low-cost, effective pet tracking solutions. The present market penetration throughout these regions remains low while preparing the way for substantial expansion potential.

Localizing product development and strategic pricing plans along with distributor network development facilitates market entry success. National digital policies adopted by governments create favorable conditions for introducing IoT-based pet wearables into pet care. The combination of a large customer population and evolving pet care market directions creates excellent potential for investment in emerging markets.

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Integration of Advanced Technologies Like AI and Health Monitoring

Investors could find great profit by integrating AI technology and machine learning capabilities into GPS pet trackers with health monitoring functions added to the product. Comprehensive pet tracking devices that combine location monitoring features along with activity and behavior tracking and health metrics assessment should receive investment support from investors. The technological shift toward intelligent pet care systems is in line with the emerging customer demand for data-centered preventive pet health solutions.

Artificial Intelligence-generated insights identify abnormal actions, which helps identify health concerns at their early stages. Improved user experience results from both cloud-based analytics together with mobile app connectivity, which generates increased value for pet owners. The company should invest in research and development activities and form strategic partnerships with veterinary health platforms to innovate their product line, which will boost market differentiation and sustainable industry expansion.

North America Plays a Crucial Role in the Pet GPS Tracker Market Landscape

The Pet GPS Tracker Market operates primarily from North America because the region possesses substantial pet population statistics together with robust spending on pet care innovations. The U.S., in particular, leads the region with the widespread adoption of smart pet devices and a well-established ecosystem of tech-savvy pet parents. The advanced infrastructure, which includes dependable GPS coverage together with strong cellular networks, allows for the smooth operation of connected pet

tracking systems.

Whistle Labs and Garmin, together with Fi Smart Dog Collar, run their operations from this region to sustain consistent product advancement. Growing customer practices of adopting pets as family members drive market demand for safety devices and health and activity-tracking products. The market penetration improves because of the numerous pet care startups and the strong distribution capabilities through both online and retail channels. The pet GPS tracker market receives its primary direction from North America due to the growing emphasis on wellness for pets together with convenience needs.

Asia-Pacific, Particularly China and India, Holds a Significant Share of the Pet GPS Tracker Market

Pet GPS tracking devices are gaining market importance across the Asia-Pacific region, but especially in China and India because their pet adoption numbers are rising, and residents are becoming more aware of pet safety needs. Pet adoption rates and smart pet accessory demand keep growing due to rising middle-class wealth, fast urbanization and increasing pet ownership throughout the region. Consumer technology adoption and local manufacturing strength in China allow domestic pet wearable brands to develop and grow.

As the cultural mindset transforms toward pet companionship in India, people are escalating their investments in pet care products, particularly GPS tracking devices. Electronic commerce platforms expand the availability of sophisticated pet-tracking solutions to residents living in both urban and semi-urban areas. The market receives additional support from technology initiatives of government organizations paired with IoT infrastructure development programs. Large populations together with lifestyle changes in India and China, are driving these nations to become primary markets for industry growth and investment.

Competitive Landscape

Moderate fragmentation exists within the Pet GPS Tracker Market because multiple major companies operate alongside new startup firms. The pet GPS tracker market features Whistle Labs Inc., Tractive GmbH, Fi Smart Dog Collar and Garmin Ltd., and Jibit as main competition leaders through their innovative capabilities and recognized brands. The competitors concentrate their efforts on delivering real-time tracking capabilities as well as geofencing tools, health monitoring features and application integrations for product differentiation. Companies typically boost their market visibility by executing partnerships together with new product development and acquisition strategies.

The rising startup sector is developing inexpensive compact tracking solutions that aim at attracting pet owners who use technology. The market expansion of pet technology corporations has focused strongly on North American and European territories due to their high pet owner demographics. The market becomes more competitive because organizations invest continuously in IoT and AI research and development.

Recent Developments

- In May 2024, PetSafe® launched the first-ever portable GPS dog fence and tracking collar with its patented AccuGuard™, the most accurate GPS fence technology on the market.

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Report Coverage:

By Product Type

- Collar GPS Trackers
- Harness GPS Trackers
- Wearable GPS Trackers

By Pet Type

- Dogs
- Cats
- Others

By Technology

- Cellular GPS Trackers
- Radio Frequency (RF) Trackers
- Bluetooth Trackers
- Wi-Fi-Based Trackers

By Application

- Real-Time Tracking
- Geofencing
- Activity Monitoring
- SOS/Alert Features

By Distribution channel

- Online Retail
- Offline Retail
- Direct Sales

By Region

North America

- U.S.
- Canada

Europe

- U.K.
- France
- Germany
- Italy
- Spain
- Rest of Europe

Asia Pacific

- China
- Japan
- India
- Australia
- South Korea
- Singapore
- Rest of Asia Pacific

Latin America

- Brazil
- Argentina
- Mexico
- Rest of Latin America

Middle East & Africa

- GCC Countries
- South Africa
- Rest of the Middle East & Africa

List of Companies:

- Whistle GO
- Jiobit
- Tractive
- Link AKC
- Fi Smart Dog Collar
- PetFon
- Findster
- Pawscout
- Kippy Pet Tracker
- Invoxia
- Petcube
- Loc8tor
- Gibi
- ZeeDog
- PetSafe

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Our core research areas include Healthcare, Medical Devices, Chemicals & Materials, Healthcare IT, Pet Care, and Emerging Technologies. Metatech Insights stands out for delivering highly precise reports containing valuable actionable insights. We leverage the deep domain expertise combined with extensive data resources to enable clients with competent decision capabilities. Our team provides tailored competitive intelligence solutions and business consultancy services so that clients gain a competitive business advantage

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