Wearable Technology for Animals 2015-2025

Description: Written by a leading PhD analyst specialising in the area for ten years and by a veterinary surgeon, this report considers achievements and potential from many directions including purpose of the device, activity by country, RFID vs non-RFID, the rapid increase in variety of non-RFID devices and what they are. For example, diagnosis and treatment is increasingly seen and we identify which types of animal benefit first, such as horses, and what the market share by purpose will become.

Pets, livestock and wild animals are all covered. There is a careful appraisal of the very different needs and potential by type of animal within these categories. The trends in systems are also given and the most promising new products are identified out of 141 profiled with contact and product details compared. We extract lessons for the animal wearable industry from the good and the bad of wearable technology for humans as a market, such as where the novelty peaks and commoditisation will occur and where enduring growth business will be established.

Wearable technology for humans is a hot topic as evidenced by the large sales of our February report on this topic and the dramatic Google Trends under Wearable. People are therefore asking whether wearable technology for animals will also thrive in future and the 300 suppliers and many start-ups now appearing with wearable technology for animals to sell want to understand the big picture and the competition and evolving market. The big actual and potential users from farms to horse studs may also need input.

This report concerns the needs, technology and markets for wearable electronics for animals, from pets to livestock and wild animals. We include the back-up equipment and systems and devices that are ingested to rest in a stomach of an animal. We also include devices implanted under the skin.

There are currently about 300 manufacturers of such things in the world, the highest percentage in China, making very basic product at lowest price, followed by the USA then other countries we identify, the latter including the primary innovators. Over the coming decade, manufacturers will rise to 500 as the value market increases more than 2.5 times.

Most of these devices and their systems are used in the USA and Europe followed by Australia where RFID tagging of cattle is mandatory. RFID ear tags for cows then non-RFID collars on dogs for many purposes are currently the most popular forms of wearable electronics on animals across the world. In 2025, livestock tagging will still be most popular but it will much more often involve diagnostics.

Indeed, medical diagnostic tagging of livestock, pets and endangered species will become commonplace. Medical treatment using electronics and electrics will also be steadily adopted following today's practice on humans with heating, cooling, iontophoretic drug delivery and so on, eventually even in response to the fitted diagnostics. The animals most likely to employ wearable electronics in volume in the next decade are those controlled by humans notably certain livestock, work animals and pets that we identify but conservation of wild species will also increase in number and sophistication.

Contents:
1. EXECUTIVE SUMMARY AND CONCLUSIONS
   1.1. Scope
   1.2. Two types - different characteristics
   1.3. Forecasts 2014-2025
   1.4. Animal electronics: needs, market dynamics, types
       1.4.1. Market opportunities and definitions
       1.4.2. Main purposes of wearable electronics for animals
       1.4.3. Purposes related to RFID and non-RFID explained
   1.5. Business dynamics
       1.5.1. Analysis of manufacturers
       1.5.2. High valuations
       1.5.3. Market maturity and business success
       1.5.4. Will the big companies arrive?
   1.6. Lessons from wearable electronics for humans
1.7. News in May 2016

2. INTRODUCTION
2.1. Challenges and needs
2.2. Methods of traceability
2.2.1. RFID most widely used
2.2.2. Live animal
2.2.3. Food products
2.2.4. Up and coming technologies to monitor and identify food
2.3. Legislation driving animal, food and farming RFID
2.3.1. Indirect legal push
2.3.2. Legislation specifically calling for RFID

3. RFID TECHNOLOGY, STANDARDS, SUPPLIERS
3.1. Introduction: needs and successes
3.2. Definitions and choices
3.2.1. RFID frequencies
3.2.2. Active vs passive RFID
3.3. RFID technology for animals
3.4. Relevant RFID standards
3.4.1. Benefits of standardization
3.4.2. RFID standards for animal tagging
3.5. Animal RFID: 62 manufacturers profiled

4. OTHER ANIMAL WEARABLE ELECTRONICS
4.1. Two types of application with different characteristics
4.2. Adoption on cows
4.3. The Internet of Pigs is set to fly
4.4. More problems to tackle
4.5. Beyond RFID: examples of 62 products from 49 manufacturers

5. INSIGHTS FROM A VETERINARY SURGEON BY EMMA NAPIER BA MA VETMB (CANTAB)
5.1. Farm Animals
5.2. Horses
5.3. Dogs
5.4. Cats
5.5. Diabetes

6. RFID FOR ANIMALS
6.1. Examples of livestock tagging countries
6.1.1. Australia
6.1.2. Canada
6.1.3. Spain
6.1.4. USA - too little too late?
6.1.5. Brazil, Colombia, Mexico
6.1.6. Europe
6.2. Thirty five case studies of RFID for livestock in seventeen countries
6.2.1. Australian Sheep Industry and New South Wales DPI, sheep, Australia
6.2.2. Sheep processing plant, sheep, Australia
6.2.3. Santa Rita Experimental Farm cattle, Brazil
6.2.4. Agri-Transabilité Québec (ATQ), sheep and cattle, Canada
6.2.5. Alberta Agriculture & Tyson Foods, tracking cattle, Canada
6.2.6. Fraser River Sturgeon Conservation Society, Canada
6.2.7. Ken Habermehl, cattle, Canada
6.2.8. Levinoff-Colbex, cattle and meat, Canada
6.2.9. University of Waterloo, cows, Canada
6.2.10. Fishing boats, China
6.2.11. Pandas, China
6.2.12. Shanghai Xinnong Feed, feed intake, China
6.2.13. Hangzhou City, livestock, China
6.2.14. Sichuan Chunyuan, pigs, China
6.2.15. Asocebú, cattle, Colombia
6.2.16. JRC livestock, Europe
6.2.17. LSCM, pigs, Hong Kong, China
6.2.18. Shenzhen Hong Kong Innovation Circle, live pigs, Hong Kong, China
6.2.19. Chitale Dairy, cows, water buffalo, India
6.2.20. Delhi, cow tagging, India
6.2.21. Iffco-Tokio General Insurance, cattle, India
6.2.22. Producer, pigs, Israel
6.2.23. NAIT, cattle, deer, New Zealand
6.2.24. Smarfjord, reindeer, Norway
6.2.25. Klein Karoo Co-operative, ostriches, South Africa
6.2.26. Fevex, cattle, Spain
6.2.27. The CoreRFID research RFID tag, Sweden
6.2.28. Taiwan Government, hogs, Taiwan
6.2.29. Thai Government, poultry, Thailand
6.2.30. DEFRA, sheep, animals, UK
6.2.31. Scotland, sheep, UK
6.2.32. B3R Country Meats, cattle, USA
6.2.33. Pacific States Marine Fisheries Commission, fish, USA
6.2.34. Smithfield Premium Genetics, pigs, USA
6.2.35. US Department of Agriculture, deer and elk tracking, USA

6.3. Technical trends

APPENDIX 1: TECHNOLOGIES, EPCGLOBAL, RADIO REGULATIONS

Ordering:

Order Online - http://www.researchandmarkets.com/reports/2858990/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Wearable Technology for Animals 2015-2025
Web Address: http://www.researchandmarkets.com/reports/2858990/
Office Code: SCBRRJN1

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 4153</td>
</tr>
<tr>
<td>Electronic and Hard Copy - 1 - 5 Users:</td>
<td>USD 4465 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 10 Users:</td>
<td>USD 6233</td>
</tr>
<tr>
<td>Electronic and Hard Copy (PDF) - 1 - 10 Users:</td>
<td>USD 6545 + USD 58 Shipping/Handling</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: 
Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp