
Description: North America was observed to have the greatest penetration of pet wearables. GPS collars along with Fitness & Activity Monitoring devices have a high market penetration among pet owners in the region due to excellent wireless infrastructure and telecommunication technologies. The lack of this infrastructure in developing regions such as Asia-Pacific, Middle-East and Africa has resulted in lesser adoption of the devices and they are expected to gain steady growth only towards the end of the forecast period. Crowdfunding platforms such as Kickstarter and Indiegogo have provided a strong avenue for new innovative start-ups to launch pet wearables since 2010.

There is a great potential for pet wearables in Europe due to the already existing infrastructure of modern telecommunication. These products are anticipated to garner significant attention as pet owners are aware of the technology and how to interpret data provided by mobile apps and software platforms. The large number of existing cattle breeding & heat detection wearable device companies such as Nedap, GEA Group Aktiengesellschaft, Silent Herdsman Limited, DiaryMaster and IceRobotics has made sure the region leads globally in the breeding and heat detection devices segment. Analysis give Germany a high value as it is one of the largest dairy and meat producing countries in Europe. United Kingdom along with others such as Spain, France, Germany, Italy and Sweden have a high equine population and neighboring Middle-East region can also greatly benefit from equine technologies. Environmental factors such as extreme temperatures in the region can act to the detriment of equine health, further promoting the demand for equine health companies.

Global donations and investment for conservation of wildlife has resulted in the GPS & location tracker market growth being higher than Europe at a CAGR of 5.8% from 2015 to 2019. The recent killing of Cecil the lion in Zimbabwe created a furore amongst people and conservationists alike to the crippling state of wildlife even in a haven like Africa. China identified as the largest region for smuggling of ivory recently dedicated US$ 2.0 million to the conservation of wildlife, which according to authorities will be used in purchase of equipment for tracking and monitoring such as GPS and radio collars. Within a few years, the market for wearable wildlife tech is expected to grow tremendously as demand stems from increasing crises of conservation occur across all geographies.

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