



**We know you  
love your pet  
more!!**

Pet Accessories - Market Analysis  
With TSK





# Our Mission



To acquire a competitive edge in the global industry with our pet accessories.



The burgeoning desire for higher-end products and swift profit growth across all retail channels.

# LET'S DISCUSS ABOUT THE PRODUCTS



# What We Need To Provide



## Accessories

Perfect fit, hold the tag in place and secure with Different design suiting the occasion.

We have above with minimalized pricing then we have sales and growth.



## Tracking

Cats particularly roam anywhere they find comfortable.

Comparing with dogs these types of collars are mostly sold on the cat section.



## Training

Electric Dog/Cat Training Collar Best in class and top sold ones in the current market.

Mostly the collar is sold in guard dogs.



# ACCESSORIES

The global pet collar market is projected to grow at a CAGR of 6.5% during the forecast period, 2018-2028. The growth in this market can be attributed to the increasing trend of keeping pets and rising awareness about pet health and safety.

But to be in this market with these types, We have to often add new designs accordingly with design and new varieties in pets too.



SIZE	S	M-L	XL
NECK	11" - 14"	14" - 18"	19" - 23"
WIDTH	0.5"	0.8"	1.0"

Add two fingers to each measurement. If between sizes, order the larger size.

# Tracking & Training

Technological advancements in pet collars are also propelling the growth of this market. Based on type, the global pet collar market is segmented into wifi, Bluetooth, and GPS-enabled collars. Of these segments, the GPS-enabled collar segment is expected to witness the highest growth during the forecast period owing to its ability to track pets' locations accurately. Based on application, the global pet collar market is segmented into dogs, cats, and others (including horses). Dogs segment dominates this market followed by the cat segment due to high ownership rates for these animals across different regions globally.

Report Attributes	Report Details
By Type	Wifi, Bluetooth, GPS, RFID
By Application	Dogs, Cats, Birds, Reptiles, Small Mammals
By Distribution Channel	Pet Stores, E-commerce, Vet Clinics
By Material	Leather, Nylon, Synthetic, Metal
By Collar Design	Custom, Standard
By Technology	Tracking, Training, Healthcare
By Companies	LINK AKC, FitBark, Whistle Labs, PetPace, Scollar, WUF, Garmin, Wagz, RAWR, KYON, LINK AKC, FitBark
Regions Covered	North America, Europe, APAC, Latin America, MEA





# Now Lets Review our Market



GREEN

BLACK



BROWN



# Current Players



## Cats

30% in  
Market



## Dogs

50% In  
Market



## Goat & Horse

20% In  
Market

# Global Smart Connected Pet Collar Market

OPPORTUNITIES AND FORECASTS,  
2019-2026

Global Smart Connected Pet  
Collar Market is expected to  
reach **\$653.5 million** by 2026.

Growing at a **CAGR of 9.5%**  
(2019-2026)



## WHY!!

Technological advancements in pet collars are also propelling the growth of this market. Based on type, the global pet collars market is segmented into wifi, Bluetooth, and GPS-enabled collars. Of these segments, the GPS-enabled collar segment is expected to witness the highest growth during the forecast period owing to its ability to track pets' locations accurately.

## OVERVIEW:

## WHAT WE CAN!!

Based on application, the global pet collar market is segmented into dogs, cats, and others (including horses). Dogs segment dominates this market followed by the cat segment due to high ownership rates for these animals across different regions globally.

# Competition Landscape



## Hunter North America

Collars, Harnesses, Leashes, Clothing, Beds, Bowls & Snacks



## Ruffwear

Life Jackets, Boots, Packs & Toys



## Costal Pet Products

Use handcrafted leather & nylon for collars, Leashes & Harnesses



## Link AKC

Technology based products

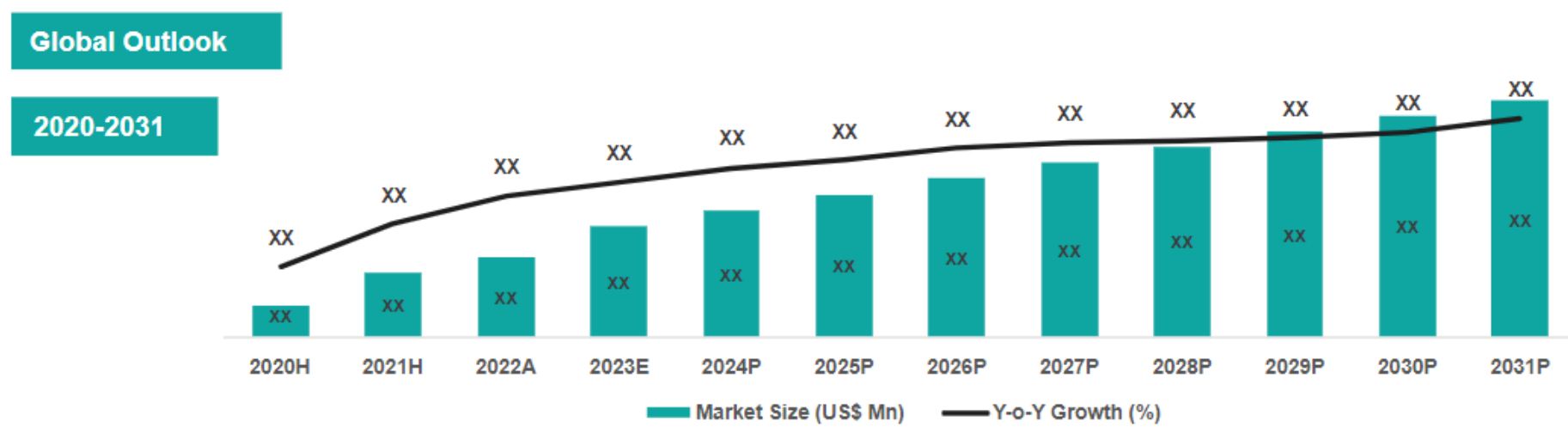


# APPLICATION INSIGHTS:

The dog's application segment accounted for the largest revenue share of over 60% in 2022. The rising number of pet dogs across the globe is one of the major factors driving this segment. According to a study, it has been estimated that there are more than 150 million dog households in America alone which includes around 80 million dog owners and 70 million households with pets. Moreover, according to another survey, it has been found that the majority of the U.S.



# GROWTH FACTORS:



- By Type**
- Wifi
  - Bluetooth
  - GPS
  - RFID

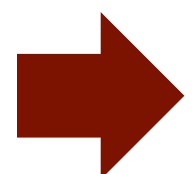
- By Application**
- Dogs
  - Cats
  - Birds
  - Reptiles

- By Distribution Channel**
- Pet Stores
  - E-commerce
  - Vet Clinics

- By Material**
- Leather
  - Nylon
  - Synthetic
  - Metal



- Increasing demand for luxury pet collars: The global pet collar market is witnessing a shift in consumer preference toward luxury pet collars. This is mainly attributed to the increasing disposable income of consumers, coupled with the growing trend of indulging in pets. High-end pet collars are made up of premium materials such as leather, suede, and nylon and are adorned with intricate designs and embellishments. Such products are not only comfortable for pets but also enhance their appearance.



- The rising popularity of personalized/customized pet collars: A key trend that is gaining traction in the global pet collar market is the customization or personalization of products according to individual preferences. This involves adding unique details such as names, initials, or messages on the product itself or its packaging.

Personalized/customized pet collars are becoming increasingly popular due to the fact that they help owners express their love for their pets in a unique way while also providing them with added functionality (such as identification).

Expected Market Value (2023)	US\$ 412 billion
Anticipated Forecast Value (2033)	US\$ 1,293.03 billion
Projected Growth Rate (2023 to 2033)	10% CAGR

# Key Benefits for Industry Participants

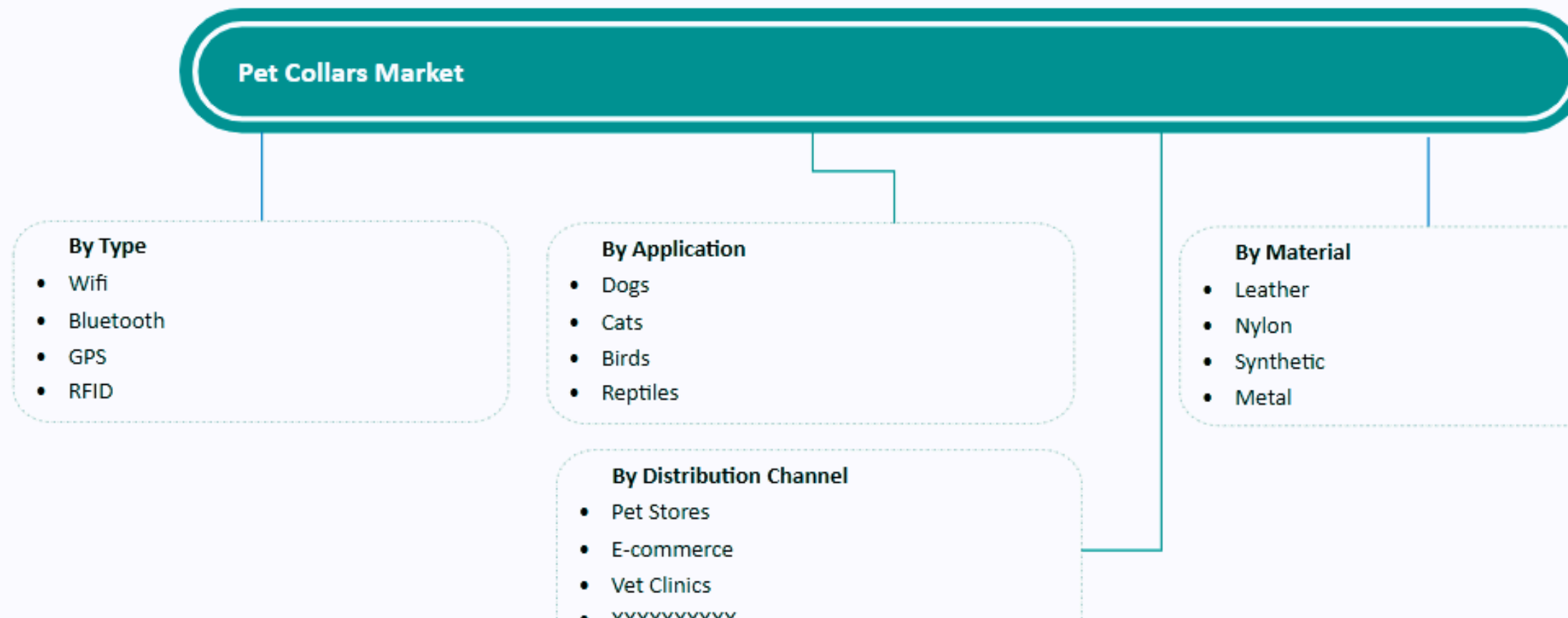
- Industry drivers, restraints, and opportunities
- A neutral perspective on the market performance
- Recent industry trends and developments
- Competitive landscape & strategies of key players
- Potential & niche segments and regions exhibiting promising growth covered
- Historical, current, and projected market size, in terms of value
- In-depth Analysis of the Pet Collars Market



# OVERVIEW OF THE REGIONAL OUTLOOK OF THE PET COLLARS MARKET:

Based on region, the market is segmented into North America, Europe, Asia Pacific, Latin America and Middle East & Africa (MEA). North America region is further bifurcated into countries such as U.S., and Canada. The Europe region is further categorized into U.K., France, Germany, Italy, Spain, Russia, and Rest of Europe. Asia Pacific is further segmented into China, Japan, South Korea, India, Australia, South East Asia, and Rest of Asia Pacific. Latin America region is further segmented into Brazil, Mexico, and Rest of Latin America, and the MEA region is further divided into GCC, Turkey, South Africa, and Rest of MEA.

## Pet Collars Market Taxonomy



# Something Premium



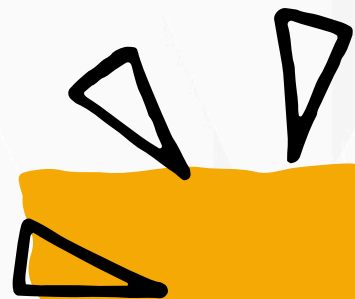
**Bells, Extra Loud Multifaceted Clacker, Collar Bell for Cats and Dogs**

**These 3 sizes are selling like hotcakes.**

- **Small – height .880” width .630” weight | 4 grams**
- **Medium – height .98” width .72” | 5 grams**
- **Large – height 1.13” width .87” | 7 grams**

**As a note – Our bells Should be handcrafted with care and attention to detail, quality, and beauty.**





**FINANCE -  
ONLINE**

# Product Price Range



## Accessories

**3\$ - 90\$**

Price Range

Dog Collar – 3.99\$ to 19.99\$

Cat Collar – 4.99\$ to 15\$

Horse Collar – 7\$ to 90\$

Goat Collar – 8.99\$ to 35\$



## Tracking

**200\$**

Price Range

Dog Collar – 11.99\$ to 200\$

Cat Collar – 7.99\$ to 39.99\$

Horse Collar – 10\$ to 100\$

Goat Collar – 11.99\$ to 35\$



## Training

**500\$**

Price Range

Dog Collar – 11.99\$ to 600\$

Cat Collar – 7.99\$ to 169.99\$

# INVESTMENT TYPES

PET TECH: 5K-75K  
MEDIAN STARTING AMOUNT:  
\$5,000  
MEDIAN VALUATION:  
\$50,000

## FIRST PHASE - SINGLE FOCUS

The dog's segment dominated the market and accounted for the largest revenue share of over 61.0% in 2022. This segment is projected to witness a maximum CAGR of 7.5% over the forecast period. Median round amount: \$6.55M Median valuation: \$38.17M

PET TECH: 25K-600K  
MEDIAN STARTING AMOUNT:  
\$25,000  
MEDIAN VALUATION:  
\$100000

## SECOND PHASE - ALL TYPES

The cats segment is expected to witness a CAGR of 7.0% from 2021 to 2028. According to the American Pet Products Association's 2019-2020 National Pet Owners Survey, 42.7 million cats are owned by U.S. households. Moreover, the lower carbon footprint of cats over dogs is a favorable factor that encourages people toward cat adoption.

PET TECH: 9K-90K  
MEDIAN STARTING AMOUNT:  
\$9000  
MEDIAN VALUATION: \$75,000

## THIRD PHASE - MED AID

The plastic collar segment dominated the market and accounted for the largest revenue share of over 31.0% in 2022. This product segment is projected to witness a CAGR of 6.5% over the forecast period. This type of surgical collar for pet animals is made using low-density polyethylene and is very firm, thereby successfully restricting the pet from reaching, licking, or scratching the infected area.

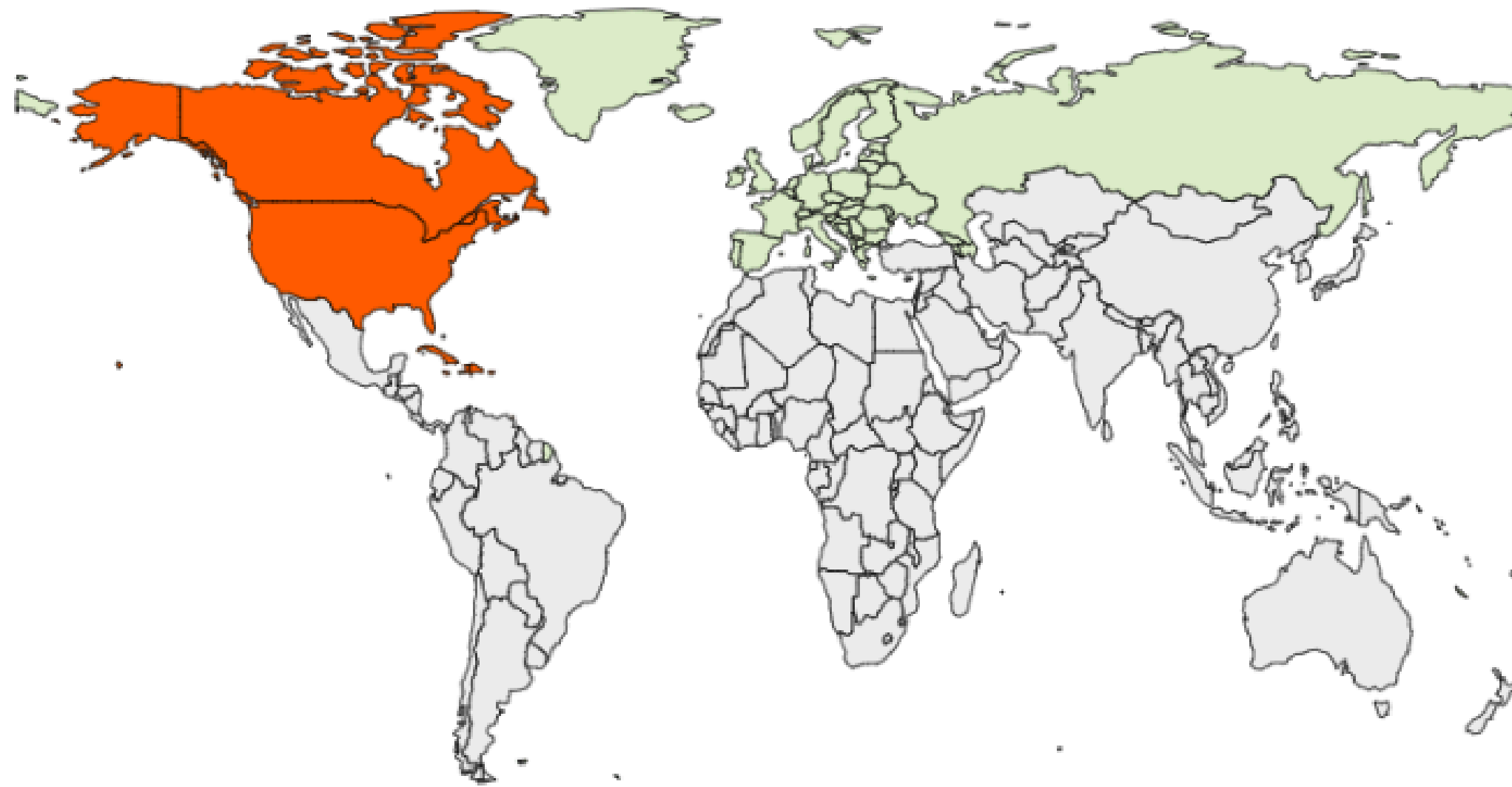
# Why Online?



Based on sales channel, the smart connected pet collar market is classified into offline channels and online channels. Online channels will continue to gain high traction in the upcoming years. Online channels provide greater benefits as compared to retail outlets. American, French, and Canadian pet parents are specially preferring e-commerce sales over traditional channel, owing to its several benefits, such as hassle-free shopping experience, varied options, and countless offers.



## By Region



2026

North America

Europe

Asia-Pacific

LAMEA

**Asia-Pacific would exhibit the highest CAGR of 12.3% during 2019-2026.**

# FEE STRUCTURE

**One-Time Cost - 850\$ to 1200\$  
(Included Logo, Website  
Development & Account Creation  
on E-Com Portals.)**

**Variable Cost - 999\$ to 2500\$  
(Included Logo, Website  
Development & Account Creation  
on E-Com Portals & Listing  
Management)**

**OR**



**E-Com Mgt - 399\$ Per Month  
(Without Design)  
599\$ Per Month  
(Total E-Com Mgt)**



**DM Mgt - 499\$ Per Month  
(Without Design)  
799\$ Per Month  
(Total Social Media Mgt)**



**Design Mgt - 25\$ Per Design**



**Auditing - 250\$ per 15 slides.**



**Retail MGT - 220\$ per Portal**



**Complete Package - 1299\$/- for  
the starting 4 months**



**Thank You**

