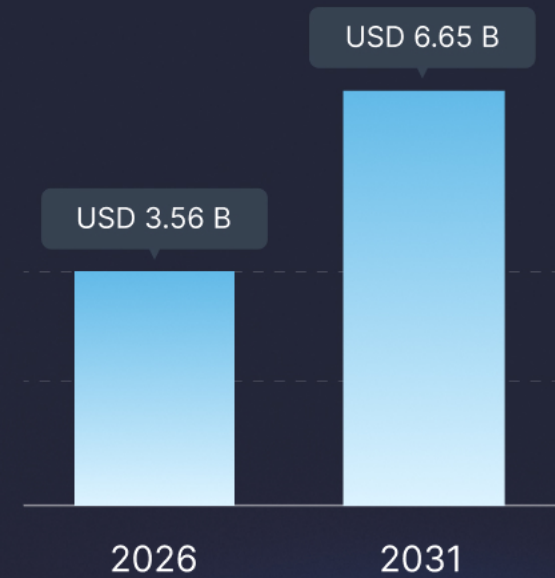


Pet Tracking Industry



Why this industry is a strong opportunity for you

Pets today are no longer just animals — they are family members. Pet owners are deeply concerned about their pet's safety, health, and well-being, especially when pets go outdoors, travel, or get lost. Pet Wearable market size in 2026 is estimated at \$3.56 billion, growing from 2025 value of \$3.14 billion with 2031 projections showing USD 6.65 billion, growing at 13.33% CAGR over 2026-2031.



Source: <https://www.mordorintelligence.com/industry-reports/pet-wearable-market>

Key problems you can solve



Pets getting lost or running away suddenly



No real-time location when a pet goes missing



Delayed recovery due to lack of tracking



Anxiety and stress when pets are outdoors



No alerts when pets leave safe areas



Difficulty tracking pets in open societies or parks

No history of where the pet has been

What you can offer with **Uffizio**



Live pet tracking



Safe zone & boundary alerts



Movement history & playback



Multi-pet monitoring



Alert & notification system



Activity & health monitoring

Benefits that help you close deals faster

- ✓ Complete solution for pet safety and well-being
- ✓ Live pet tracking and health monitoring in one platform
- ✓ Centralized system for tracking, health data, and management
- ✓ Tech-driven offering that creates a strong competitive edge
- ✓ Builds trust, improving customer retention and referrals
- ✓ Customizable solutions to meet different pet care needs
- ✓ Scalable software that supports business growth smoothly

Key reasons to invest in pet tracking software

A new revenue stream

Sell a trending product with high profit margin

Growing market demand

Pet parents brings about safety and this brings them in

White label opportunities

Allows you to offer the product under your own brand

Customized solutions

Adapt to client-specific pet care needs with customizable software



01

USE CASE

Lost pet recovery

Pets can run away unexpectedly due to noise, fear, or curiosity. When a pet goes missing, every minute matters. This use case shows how pet tracking helps owners find their pet quickly and safely.



01 Pet goes missing

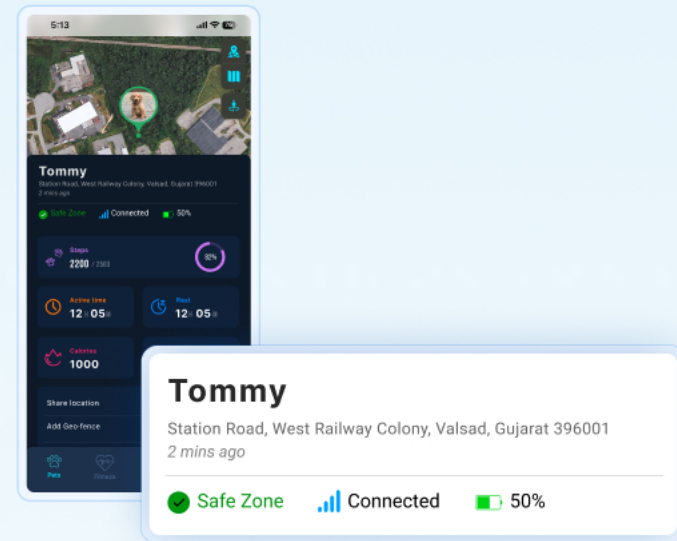
Problem

Owner has no idea where the pet went.



Solution

Live GPS tracking shows real-time location.



02 Panic and delay in search

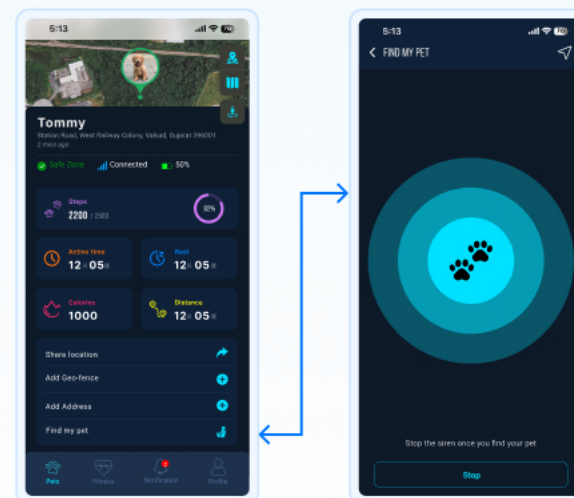
Problem

Manual searching wastes time.



Solution

Lost-pet mode enables continuous tracking.



03 Pet moves beyond familiar area

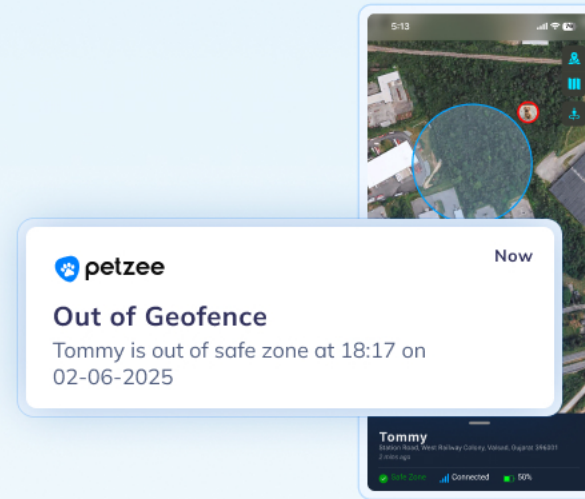
Problem

Pet leaves known surroundings.



Solution

Location updates and geofencing triggers alerts instantly



04 No direction for search

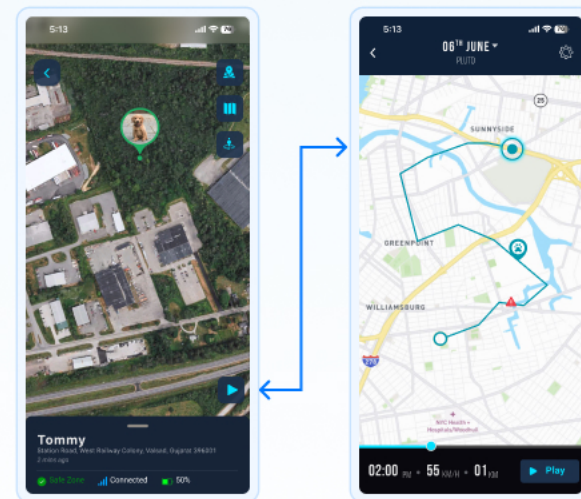
Problem

Owner doesn't know where to go.



Solution

Mobile app navigation guides owner to pet.



05 Need help from family or neighbours

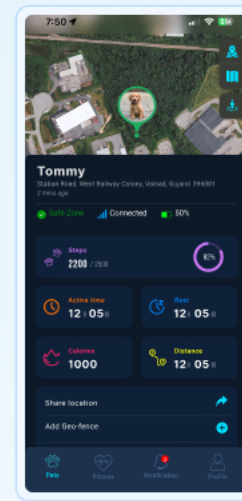
Problem

The owner cannot search alone and struggles to explain the pet's location to others.



Solution

Share pet location with family members, allowing everyone to search together in real time.



Result

Quicker recovery with reduced stress for pet owners.



Faster pet recovery time



Significant reduction in search effort



Higher chances of safe return

02

USE CASE

Daily outdoor safety & monitoring

Many pets go outdoors daily for walks, play, or routine movement. Owners want freedom for their pets without compromising safety. This use case shows how pet tracking ensures safe outdoor activity.



01 Pet leaves home

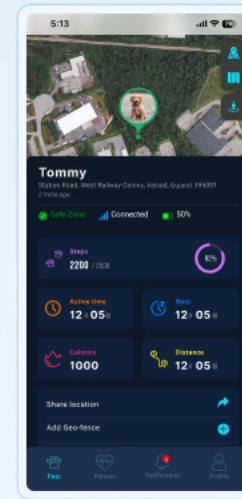
Problem

Owner loses visibility once pet goes out.



Solution

Live tracking shows pet movement instantly.



02 Pet moves outside safe area

Problem

The pet may wander beyond the allowed or familiar area without the owner noticing.



Solution

Geofence alerts notify the owner instantly when the pet crosses the defined safe boundary.



03 Pet safety risks

Problem

Delays in locating missing pets increased the chances of accidents.



Solution

Historical movement tracking data helped identify frequent escape routes.



04 Multiple pets, single view

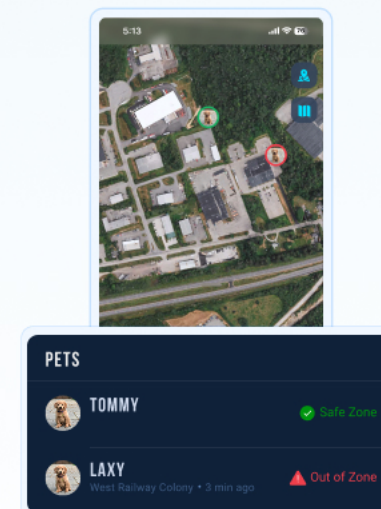
Problem

Owners with more than one pet struggle to track each pet separately.



Solution

Multiple pet tracking allows owners to track all their pets simultaneously from a single app.



05 Long-term health trend analysis

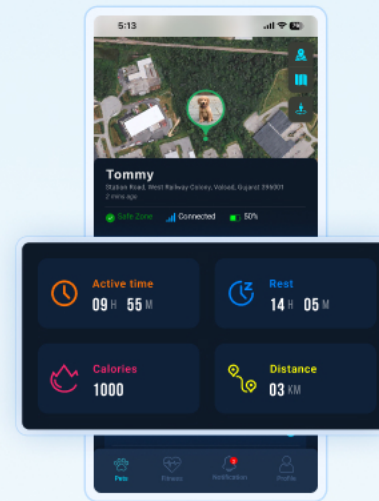
Problem

Pet owners often miss slow, gradual health changes that develop over weeks or months.



Solution

The system gives health trends by analyzing activity, sleep, etc that helps to identify issues



Result

Safer outdoor freedom with constant visibility.



Reduction in lost-pet incidents



Faster response to unsafe or unexpected pet movement



Improvement in owner visibility during outdoor activity

03

USE CASE

Pet health monitoring & wellness tracking

Pets can't tell us when they're unwell. Changes in activity, sleep, or body behavior often go unnoticed until the problem becomes serious. Pet health monitoring through smart tracking helps owners and veterinarians understand a pet's daily health patterns and act early—before small issues turn into medical emergencies.



01 Continuous activity monitoring

Problem

Owners don't know if their pet is suddenly becoming inactive.



Solution

The tracker monitors daily activity levels, walking patterns to highlight unusual drops or spikes.



02 Sleep & rest pattern tracking

Problem

Irregular sleep can be an early sign of stress, pain, or illness but often goes unnoticed.



Solution

The system tracks sleep duration and quality, helping owners spot changes in rest behavior.



Rest

On average, your pet's rest time this month is lower compared to the previous month.

12 hr 02 min
September

14 hr 07 min
August

03 Vital health indicators

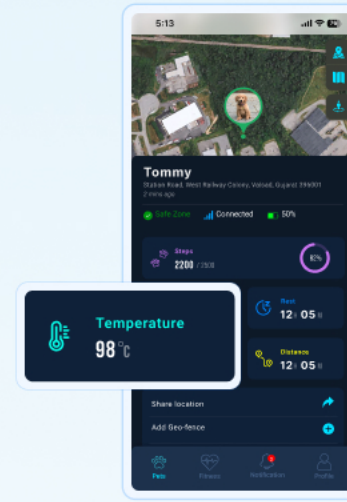
Problem

Early health issues like fever, stress, or fatigue are hard to detect without visible symptoms.



Solution

Sensors monitor body temperature and movement trends, alerting owners if readings go beyond normal ranges.



04 Inactivity or unusual stop detection

Problem

If a pet stops moving for a long time, owners don't know if something is wrong.



Solution

Inactivity alerts inform owners when a pet stays in one place for too long.



05 Vet-ready health reports

Problem

Pet owners struggle to explain long-term health changes during vet visits.



Solution

The platform generates detailed health reports that can be shared with veterinarians for faster and more accurate diagnosis.



Result

Increase in owner confidence and peace of mind, even when pets are unattended

35%

Reduction in emergency vet visits through timely health alerts

25%

Improvement in overall pet activity levels due to consistent wellness monitoring

30%

Lower long-term medical expenses with preventive health interventions