# New Zealand’s pet tech market surges as owners invest in smart care for anxious pets



Across New Zealand, pet owners are increasingly embracing technology designed to enhance their relationships with their furry companions, as reported by Petdirect. The rise of pet tech is not just a passing trend; it reflects a significant shift in how Kiwis view their pets—less as animals and more as integral family members with specific emotional and health needs. With innovations ranging from automated feeders and interactive robot companions to GPS trackers and smart litter boxes, pet parents are using these tools to ensure their beloved animals are cared for, even when they are away from home.

Taylor Jones, Head of Marketing & Customer at Petdirect, shared her personal experience with the PETKIT Yumshare Smart Feeder. “I didn’t expect a total routine reset,” she noted, explaining how this device not only allows her to feed her golden retriever remotely but also turns her lunch breaks into playtime, as she can fling treats and monitor her dog’s behaviour through a camera. Her enthusiasm resonates with broader trends highlighted in the Petdirect Pet Census 2024, which indicates that 66% of New Zealand pet owners now celebrate their pets’ birthdays, and concerns over pet health—particularly anxiety—are paramount for 84% of respondents.

Market analysis suggests that these shifts in pet ownership behaviors are translating into substantial financial investments. Approximately 37% of pet owners are spending over $2,000 annually on their pets, a reflection of the growing desire for personalised care and the wellbeing of pets. According to Fortune Business Insights, the global pet tech market is projected to exceed USD $3 billion by 2027, further indicating that demand for smart feeders and health-monitoring devices is on the rise.

Petdirect has noted a staggering 50% growth in their pet tech category over the past year, with automated water fountains and feeders leading this demand. Dean Kippenberger, Head of Merchandise at Petdirect, emphasised that these products grant pet owners greater flexibility and peace of mind. “Features like built-in cameras and two-way audio help people stay connected and reassured that their pet is okay,” he explained. The appeal of such technology is evident, as it not only enhances pet care but also alleviates the anxieties many pet owners face when away from their animals.

This trend reflects a broader trajectory within the global pet accessories market, valued at USD 23.4 billion in 2024, and projected to reach USD 49.6 billion by 2034. The driving forces behind this growth include an increase in pet ownership, a shift towards premium products, and an ongoing trend of treating pets as family members. As consumers continue to seek out personalised and tech-driven solutions, the notion of pets as integral family members will likely push innovation forward in the pet tech space.

Aotearoa’s pet tech revolution is thus emblematic of changing consumer behaviours and priorities. With forecasts indicating a significant growth trajectory for pet supplies and accessories in New Zealand, it appears the evolution of pet care is just beginning, driven by the deepening bond between pet owners and their four-legged friends.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.scoop.co.nz/stories/BU2506/S00154/petdirect-reveals-new-zealands-fast-growing-love-affair-with-pet-tech.htm), [[2]](https://ecommercedb.com/markets/nz/pet-supplies)
* Paragraph 2 – [[1]](https://www.scoop.co.nz/stories/BU2506/S00154/petdirect-reveals-new-zealands-fast-growing-love-affair-with-pet-tech.htm), [[5]](https://store.strategyh.com/report/pet-care-market-in-new-zealand/)
* Paragraph 3 – [[1]](https://www.scoop.co.nz/stories/BU2506/S00154/petdirect-reveals-new-zealands-fast-growing-love-affair-with-pet-tech.htm), [[3]](https://www.globenewswire.com/fr/news-release/2025/04/16/3062335/28124/en/Pet-Accessories-Market-Analysis-and-Forecast-2025-2034-Smart-Accessories-Gain-Traction-with-Rising-Popularity-of-GPS-Collars-Automated-Feeders-and-Health-Trackers.html)
* Paragraph 4 – [[1]](https://www.scoop.co.nz/stories/BU2506/S00154/petdirect-reveals-new-zealands-fast-growing-love-affair-with-pet-tech.htm), [[6]](https://www.techsciresearch.com/report/new-zealand-pet-grooming-products-market/14356.html)
* Paragraph 5 – [[4]](https://clarkstonconsulting.com/insights/2025-pet-care-industry-trends/)
* Paragraph 6 – [[1]](https://www.scoop.co.nz/stories/BU2506/S00154/petdirect-reveals-new-zealands-fast-growing-love-affair-with-pet-tech.htm), [[3]](https://www.globenewswire.com/fr/news-release/2025/04/16/3062335/28124/en/Pet-Accessories-Market-Analysis-and-Forecast-2025-2034-Smart-Accessories-Gain-Traction-with-Rising-Popularity-of-GPS-Collars-Automated-Feeders-and-Health-Trackers.html)

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## Bibliography

1. <https://www.scoop.co.nz/stories/BU2506/S00154/petdirect-reveals-new-zealands-fast-growing-love-affair-with-pet-tech.htm> - Please view link - unable to able to access data
2. <https://ecommercedb.com/markets/nz/pet-supplies> - The New Zealand Pet Supplies eCommerce market is projected to reach US$74.5 million by 2025, accounting for 12.9% of the Hobby & Leisure eCommerce market. It is expected to grow at a compound annual growth rate (CAGR) of 8.6% from 2025 to 2029, reaching US$103.7 million by 2029. This growth is driven by increasing pet ownership and the rising demand for pet-related products online.
3. <https://www.globenewswire.com/fr/news-release/2025/04/16/3062335/28124/en/Pet-Accessories-Market-Analysis-and-Forecast-2025-2034-Smart-Accessories-Gain-Traction-with-Rising-Popularity-of-GPS-Collars-Automated-Feeders-and-Health-Trackers.html> - The global pet accessories market was valued at USD 23.4 billion in 2024 and is projected to reach USD 49.6 billion by 2034, growing at a CAGR of 7.9%. The market is driven by increasing pet ownership, rising consumer spending on premium products, and a shift towards treating pets as family members. Smart pet accessories, including GPS-enabled collars, automated feeders, and health monitoring devices, are gaining popularity.
4. <https://clarkstonconsulting.com/insights/2025-pet-care-industry-trends/> - The pet care industry is experiencing rapid growth, driven by shifting consumer behaviors and rising demand for high-quality products. The global pet food and toys market is projected to reach $500 billion by 2030, with the US market expected to make up 40%. Market growth is driven by premiumization and a focus on proactive health management. As pets continue to be viewed as integral members of the family, owners are seeking personalized, tech-driven solutions to enhance their pets’ lives.
5. <https://store.strategyh.com/report/pet-care-market-in-new-zealand/> - The New Zealand pet care market is expected to experience modest expansion, with a forecasted increase from USD 920.1 million in 2023 to USD 1,157.5 million by 2029, achieving a CAGR of 3.9%. The market is characterized by growing awareness of pet health and the humanization of pets. Consumers are increasingly investing in premium pet food and specialized products to enhance their pets’ well-being.
6. <https://www.techsciresearch.com/report/new-zealand-pet-grooming-products-market/14356.html> - The New Zealand Pet Grooming Products market was valued at USD 15.34 million in 2024 and is expected to grow to USD 22.56 million by 2030, with a CAGR of 6.64%. The market is driven by rising pet ownership, increased awareness of pet health and hygiene, and a preference for eco-friendly and natural grooming solutions. The demand for premium and specialized grooming products is also contributing to market growth.
7. <https://ecommercedb.com/markets/nz/dog-supplies> - The New Zealand Dog Supplies eCommerce market is projected to reach US$22.9 million by 2025, accounting for 30.7% of the Pet Supplies eCommerce market. It is expected to grow at a CAGR of 5.3% from 2025 to 2029, reaching US$28.2 million by 2029. The market includes dog food and treats, toys, beds, and grooming supplies, with an increasing online share of 2.4% by 2029.