



Dog Eat Dog: The Fight for the US Robot Dog Market

*What American tech buyers will pay for a robot dog,
and who is most likely to buy*

EPIC Insights

October 2026

The Window Is Open. Now Price It Right.

What American tech buyers will pay for a robot dog, and who is most likely to buy

A July 2026 FCC ruling blocks new foreign-made robot dogs from the US market. That opens a window for American manufacturers and makes pricing correctly more important than ever. Our survey of American tech buyers shows who is most interested and what they will pay. Without ever seeing the price, respondents pointed to Unitree's own: of nine prices tested, \$1,600 best balances how many people will buy with how much they are willing to pay. Pricing at \$932, the most broadly accepted price, would leave money on the table.

22%

of American tech buyers we surveyed would seriously consider a robot dog

28% vs 10%

of 25 to 44 year olds vs those 65 and over would consider one

51% vs 22%

of qualified buyers want one for fun vs for practical tasks at home

57% vs 34%

of interested women vs men cap tech spending at \$500

The opportunity

On July 28, 2026, the FCC added foreign-produced advanced robotic devices, including quadrupeds, to its Covered List. New foreign-made models can no longer obtain the equipment authorization needed to be imported, marketed or sold in the US without an exemption. Models authorized before that date are unaffected.

For Unitree, the category leader in consumer quadrupeds, this means its current Go2 line stays on sale but a successor cannot easily follow it into the US. The Go2 Air currently sells for \$1,600 and US alternatives are mostly enterprise platforms, not consumer products.

The rule turns on where a product is made, not whose name it carries, so the window is for American production. With Unitree now facing new barriers to bringing a successor to the US, the next generation of consumer robot dogs is open to a new competitor. The opportunity will be won or lost on understanding the buyer and their willingness to pay.

Who is most likely to buy

Among the 1,966 American tech buyers in our sample, 22% said they would seriously consider buying a robot dog. Age is the clearest dividing line.

Age	18 to 24	25 to 44	45 to 64	65 and over
Would seriously consider	26%	28%	21%	10%

Interest is highest under 45 and falls sharply from 65. It does not differ meaningfully by gender (23% of women, 21% of men).

The gap opens at budget. Among those interested, 57% of women would not usually spend more than \$500 on a single tech purchase, against 34% of men. So the group with both interest and a budget of above \$500 leans male.

Those who clear the budget threshold are keen. Among the 229 who went on to the pricing questions (our qualified buyers):

- 54% are extremely interested, and 48% have already seriously considered or researched buying one.
- 79% are among the first to try new technology or buy it early.
- Their top reasons for wanting one are fun (51%), companionship (49%) and curiosity (48%), well ahead of practical tasks (22%).

What they will pay

We tested the Go2 Air because it sets the reference price for the category. Any American entrant will be judged against it. \$1,600, the Go2 Air's current price, gives the highest implied revenue among the nine prices tested: the point where demand and willingness to pay are best balanced. At that price, 54% of our 229 qualified buyers say they would buy. These are high-propensity buyers, already interested and with the budget, so this is not a share of the full market. The curve around \$1,600 is flat: implied revenue at \$1,275 and at \$1,925 is within about 2% of the peak, so the evidence supports a range, not a single number.

They pointed to the real price without seeing it. The survey never showed the Go2 Air's price, and few respondents could have known it. Three in four had never heard of Unitree, the category leader. Even among those who had never heard of the brand, \$1,600 was the price that would bring in the most revenue.

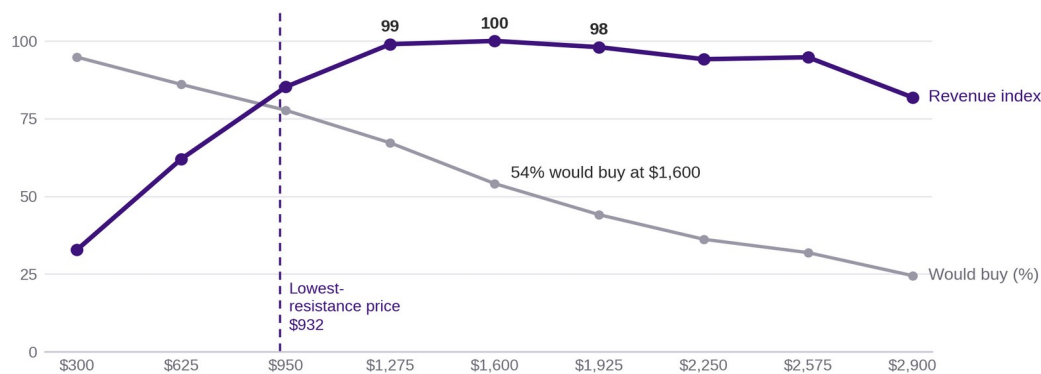
The lowest-resistance price is lower, at \$932. This is the price the fewest buyers object to, as either suspiciously cheap or too expensive. It is the safest price, not the most profitable one. Pricing there would leave money on the table: implied revenue near \$932 is roughly 15% below the peak.

Comfortable and willing are different things. At \$1,600, 57% of qualified buyers call the price expensive, but only 33% call it too expensive, and most would still buy. Expensive is not the same as too expensive. The gap is not unique to robot dogs. Any premium purchase driven by desire rather than need can open the same gap.

Some buyers would pay far more. A quarter of qualified buyers would still buy at \$2,900, the highest price tested, so we did not find their limit. With fewer buyers at that price, though, implied revenue is about 18% below the peak.

Exhibit 1. Implied revenue is highest at \$1,600, well above the lowest-resistance price

Implied revenue index (peak = 100) and share of 229 qualified buyers who would buy, by tested price



Note: The dotted line marks the lowest-resistance price (\$932), from separate price questions asked of the same 229 buyers. Implied revenue near that price is estimated from the nearest tested price, \$950. Source: EPIC Insights online survey of American tech buyers. n = 229 for pricing, 1,966 for interest. No quotas; not nationally representative.

The American advantage

Our American tech buyers care more about who makes a robot dog than where it is built. We asked our 229 qualified buyers how each combination of company and manufacturing country would affect their likelihood of buying.

Scenario	Less likely to buy
American company, made in America	<1%
American company, made in China	7%
Chinese company, made in America	12%
Chinese company, made in China	24%

Switching the company's nationality raises resistance more than switching the factory. Unitree's position, Chinese company and Chinese factory, is the weakest: nearly a quarter say it makes them less likely to buy.

Respondents also state a modest premium for US-made. 65% would pay more for an identical robot dog made in the US. Almost half of these respondents would pay at least 10% more and about a tenth would pay a premium of over 25%. Stated premiums usually shrink at the checkout. Even so, a 10% to 25% premium on \$1,600 lands at roughly \$1,760 to \$2,000, in or near the edge of the highest-revenue range.

Five takeaways

- Buyers will pay above their comfort zone.** 57% of qualified buyers call \$1,600 expensive, yet 54% would still buy at that price. Pricing at the lowest-resistance price would leave around 15% of implied revenue on the table.
- There is room to price at or above today's level.** Implied revenue barely moves between \$1,275 and \$1,925 and only falls beyond that. An American-made entrant does not have to undercut Unitree's price.
- Sell the fun, not the function.** Buyers want a companion and a source of fun far more than a helper around the home.
- Under-45s are the core market, and budget is the gate.** Interest peaks under 45 and falls sharply from 65. Among the interested, budget decides who can buy: women are far more likely than men to cap tech spending at \$500.
- Build American, and say so.** New foreign-made models are now blocked, and buyers already favor American companies. Made in America is both the ticket in and a selling point.

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We help brands find the price that balances demand and willingness to pay and identify who will actually buy and why by measuring what brand, origin and features are really worth to buyers.

Planning a launch, a price change or a new market entry? Talk to us before you set the number.

Sources: FCC fact sheet, July 28, 2026 · Baker McKenzie · Robozaps, robot dog prices · Robozaps, FCC ruling and Unitree · Business Story, citing SemiAnalysis



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