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Global Custom Pet Food Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Custom Pet Food market size is expected to reach $ 715 million by 2032, rising at a market growth of 12.7% CAGR during the forecast period (2026-2032).

Customized pet food refers to pet food that provides differentiated nutritional solutions for specific pets based on their individual information, including species, breed, age, weight, body size, activity level, health status, allergy history, nutritional needs, and the pet owner's feeding preferences. This is achieved through nutritional assessment, formula design, and production processing. Compared to standardized pet food, customized pet food places greater emphasis on targeted nutritional components, calorie levels, protein sources, fat ratios, functional ingredients, and food form. It can encompass customized dry food, wet food, fresh food, freeze-dried food, and nutritional supplements. Some companies also incorporate online questionnaires, pet health records, veterinary advice, algorithmic models, or regular weight and health data to dynamically adjust formulas and feeding amounts, achieving more refined and personalized pet nutrition management.

The customized pet food market has a promising long-term outlook, driven by the increasing number of pets becoming family members, growing awareness of pet health management, and the continued growth in consumer demand for high-quality and personalized pet food. As pet owners become increasingly concerned about issues such as weight control, gastrointestinal health, skin and coat health, joint health, food sensitivities, and nutrition for senior pets, traditional standardized formulas are gradually shifting towards precision nutrition and functional feeding, driving up the penetration rate of customized food. Simultaneously, the development of pet e-commerce, subscription-based delivery, digital pet health records, and nutritional algorithms has lowered the commercialization threshold for personalized services, enabling manufacturers to

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increase customer loyalty and repurchase rates through direct-to-consumer models. Future industry competition will focus more on the professionalism of nutritional formulations, raw material quality, data-driven customization capabilities, production flexibility, cold chain and fulfillment capabilities, and brand trust. However, due to the high cost of customized production, the difficulty of large-scale manufacturing, and differences in pet food regulatory requirements across regions, the market will continue to target mid-to-high-end consumers in the short term, gradually expanding to a wider range of pet health management scenarios.

Report Scope

This report studies the global Custom Pet Food demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Custom Pet Food, and provides market size (US$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Custom Pet Food that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Custom Pet Food total market, 2021-2032, (USD Million)

Global Custom Pet Food total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Custom Pet Food total market, key domestic companies, and share, (USD Million)

Global Custom Pet Food revenue by player, revenue and market share 2021-2026, (USD Million)

Global Custom Pet Food total market by Type, CAGR, 2021-2032, (USD Million)

Global Custom Pet Food total market by Application, CAGR, 2021-2032, (USD Million)

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This report profiles major players in the global Custom Pet Food market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Activa, Just Russel, Just Food For Dogs, Cola's Kitchen, Tails, The Pets Table, BOM BOM Pet Food, Pure Pet Food, Years dog food, Pet's Barn, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Custom Pet Food market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Custom Pet Food Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

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Rest of World

Market Segmentation

Global Custom Pet Food Market, Segmentation by Type:

Dry Food

Fresh Food

Snacks

Others

Global Custom Pet Food Market, Segmentation by Life Stage:

Puppy/Kitten Food

Adult Pet Food

Senior Pet Food

Global Custom Pet Food Market, Segmentation by Customization Goal:

Daily Nutrition

Weight Management

Sensitive Care

Functional Nutrition

Special Nutritional Needs

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Global Custom Pet Food Market, Segmentation by Application:

Cats (Customized Food for Kittens, Adult Cats, Senior Cats, and Cats with Special Nutritional Needs)

Dogs (Customized Food for Puppies, Adult Dogs, Senior Dogs, and Dogs with Special Nutritional Needs)

Companies Profiled:

Activa

Just Russel

Just Food For Dogs

Cola's Kitchen

Tails

The Pets Table

BOM BOM Pet Food

Pure Pet Food

Years dog food

Pet's Barn

Farmer's Dog

Ollie

Spot & Tango

PetPlate

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Maev, Inc

Butternut Box

Different Dog

Lyka

Yoshioka Yuryo

MiLuCoCo Inc.

Freshour Co., Ltd.

Gambol Pet Group

Key Questions Answered

1. How big is the global Custom Pet Food market?
2. What is the demand of the global Custom Pet Food market?
3. What is the year over year growth of the global Custom Pet Food market?
4. What is the total value of the global Custom Pet Food market?
5. Who are the Major Players in the global Custom Pet Food market?
6. What are the growth factors driving the market demand?

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