

Global Nutrition-tailored Pet Food Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Nutrition-tailored Pet Food market size was valued at US\$ 66915 million in 2025 and is forecast to a readjusted size of US\$ 102608 million by 2032 with a CAGR of 6.3% during review period.

Nutrition-tailored pet food refers to a system of designing and producing differentiated pet food formulas for individual pets or specific groups?using algorithmic models, veterinary nutritional formulations, or AI systems?based on factors such as breed, age, weight, activity level, health status, allergy history, and genetic or gut microbiome data. Distinct from traditional standardized pet food, these products are characterized by a "data-driven, personalized formula, and dynamic adjustment" approach; they typically utilize subscription-based delivery models to facilitate long-term nutritional management rather than relying on one-off sales.

The industry value chain comprises three segments: upstream (raw materials and data), midstream (formulation and manufacturing), and downstream (channels and services). The upstream sector includes animal and plant proteins, functional additives, and systems for pet DNA testing, gut microbiome analysis, and health data collection. The midstream sector?the core value-creation stage?encompasses pet nutrition algorithm companies, veterinary nutritionist networks, food formulation R&D laboratories, and flexible manufacturing facilities. The downstream sector primarily involves DTC e-commerce platforms, subscription delivery systems, veterinary hospital channels, and offline pet retail; these are supported by mobile apps or online questionnaires to enable continuous nutritional adjustments and customer management, creating a closed-loop system of "testing, analysis, formulation, production, and subscription delivery."

The industry is in the early stages of rapid growth, driven primarily by the "humanization of pets," rising awareness of health management, and the maturation of data-driven nutritional technologies. Future growth will be fueled by subscription models, AI-based nutritional algorithms, pet genetic testing, and chronic disease management. Furthermore, as cold-chain logistics costs decrease and flexible manufacturing capabilities improve, customized pet food is expected to expand from the high-end segment into the mid-market. In the long term, the industry is poised to evolve into a gateway for pet health management, transforming from a provider of food products into an integrated ecosystem linking nutrition, medical care, and insurance.

This report is a detailed and comprehensive analysis for global Nutrition-tailored Pet Food market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Nutrition-tailored Pet Food market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Nutrition-tailored Pet Food market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Nutrition-tailored Pet Food market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Nutrition-tailored Pet Food market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Nutrition-tailored Pet Food

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Nutrition-tailored 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 The Farmer's, The Pets Table, BOM BOM Pet Food, Just Russel, Just Food For Dogs, Spot & Tango, Barkyn, Butternut Box, Different Dog, Pure Pet Food, etc.

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

Market segmentation

Nutrition-tailored Pet Food market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Dry Food

Wet Food

Others

Market segment by Business Models

DTC Subscription

One-off Customized Sales

Market segment by Customization Channels

Online Customization

Offline Customization

Market segment by Application

Dogs

Cats

Others

Market segment by players, this report covers

The Farmer's

The Pets Table

BOM BOM Pet Food

Just Russel

Just Food For Dogs

Spot & Tango

Barkyn

Butternut Box

Different Dog

Pure Pet Food

Ollie

Nom Nom

PetPlate

Activa

Cola's Kitchen

Tails

KatKin

Inuneko Omakase

Afei & Badi

Crazy Dog

Myfoodie

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Nutrition-tailored Pet Food product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Nutrition-tailored Pet Food, with revenue, gross

margin, and global market share of Nutrition-tailored Pet Food from 2021 to 2026.

Chapter 3, the Nutrition-tailored Pet Food competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Nutrition-tailored Pet Food market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Nutrition-tailored Pet Food.

Chapter 13, to describe Nutrition-tailored Pet Food research findings and conclusion.

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