

# Global Nutrition-tailored Pet Food Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Nutrition-tailored Pet Food market size is expected to reach \$ 102608 million by 2032, rising at a market growth of 6.3% CAGR during the forecast period (2026-2032).

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 studies the global Nutrition-tailored Pet Food demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Nutrition-tailored 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 Nutrition-tailored Pet Food that contribute to its increasing demand across many markets.

Highlights and key features of the study

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

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

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

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

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

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

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Nutrition-tailored 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 Nutrition-tailored Pet Food Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Nutrition-tailored Pet Food Market, Segmentation by Type:

Dry Food

Wet Food

Others

## Global Nutrition-tailored Pet Food Market, Segmentation by Business Models:

DTC Subscription

One-off Customized Sales

## Global Nutrition-tailored Pet Food Market, Segmentation by Customization Channels:

Online Customization

Offline Customization

## Global Nutrition-tailored Pet Food Market, Segmentation by Application:

Dogs

Cats

Others

## Companies Profiled:

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

### Key Questions Answered

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

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