

Global Pet Meal Kit Delivery Services Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Pet Meal Kit Delivery Services market size is expected to reach \$ 2205 million by 2032, rising at a market growth of 7.7% CAGR during the forecast period (2026-2032).

Pet Meal Kit Delivery Services refers to a new type of pet food service model that targets pets (mainly dogs and cats) and delivers formulated and processed pet food (such as fresh food, raw food, or customized meal packs) to users' homes regularly via cold chain or ambient temperature logistics, according to subscription or on-demand models.

Gross Profit Margin Level

The pet meal delivery service is generally a mid-to-high profit margin sector, but with significantly higher fulfillment costs. Compared to traditional room-temperature pet food, this business, in addition to food ingredients and processing, also incurs costs for cold chain packaging, repackaging, subscription fulfillment, last-mile delivery, customer service, and returns/losses. Therefore, its industry gross profit margin is typically lower than that of typical high-margin branded pet food. However, due to the premium pricing of fresh food, personalized solutions, and subscription repurchase capabilities, its overall gross profit margin is still higher than that of ordinary OEM pet food retailers. Taking Freshpet as a comparable company, its full-year gross profit margin in 2025 was 40.8%, and its adjusted gross profit margin was 46.7%. Based on this publicly available sample and the characteristics of the industry's business model, I am more inclined to conclude that the average gross profit margin of the pet meal delivery service industry is roughly in the range of 35%-50%. The fresh food model, which relies more on weekly cold chain delivery, is usually closer to the median value, while air-dried, room-

temperature, or lighter fulfillment models are often closer to the upper limit.

Industry Drivers

The growth of this industry is primarily driven by three forces: consumption upgrading, improved logistics capabilities, and rising demand for healthy feeding. From an industry structure perspective, the report further breaks it down by functional/health-specific meals, subscription models, delivery types, and DTC online channels. This indicates that market growth is not simply about 'selling pet food online,' but rather an upgrade towards a service model of 'customized nutrition + subscription + home delivery fulfillment.' In other words, pet owners are increasingly willing to pay for more transparent formulas, more convenient periodic delivery, and personalized feeding plans that better meet their pets' health needs. This is the core driving force behind the continued expansion of this sector.

This report studies the global Pet Meal Kit Delivery Services demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Pet Meal Kit Delivery Services, 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 Pet Meal Kit Delivery Services that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Pet Meal Kit Delivery Services total market, 2021-2032, (USD Million)

Global Pet Meal Kit Delivery Services total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Pet Meal Kit Delivery Services total market, key domestic companies, and share, (USD Million)

Global Pet Meal Kit Delivery Services revenue by player, revenue and market share 2021-2026, (USD Million)

Global Pet Meal Kit Delivery Services total market by Type, CAGR, 2021-2032, (USD Million)

Global Pet Meal Kit Delivery Services total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Pet Meal Kit Delivery Services 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 Dog, Spot & Tango, Ollie, Freshpet Delivery, JustFoodForDogs, Smalls, Butternut Box, Lyka, Kabo, PetPlate, 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 Pet Meal Kit Delivery Services 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 Pet Meal Kit Delivery Services Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Pet Meal Kit Delivery Services Market, Segmentation by Type:

Full Meal Subscription

Baby Food Subscription

Others

Global Pet Meal Kit Delivery Services Market, Segmentation by Cooking Techniques:

Slow Cooking Process

Gentle Cooking Process

Others

Global Pet Meal Kit Delivery Services Market, Segmentation by Pet Types:

Dog Food

Cat Food

Others

Global Pet Meal Kit Delivery Services Market, Segmentation by Application:

Pet Care Industry

E-Commerce Industry

Veterinary Services Industry

Others

Companies Profiled:

The Farmer's Dog

Spot & Tango

Ollie

Freshpet Delivery

JustFoodForDogs

Smalls

Butternut Box

Lyka

Kabo

PetPlate

We Feed Raw

A Pup Above

Sundays for Dogs

The Pets Table

Pet Wants

Viva Raw

The Grateful Pet

Paringa

Farm Fresh Pet Foods

Tailsco Ltd

Lucky Dog Cuisine Inc.

Raw & Fresh

NutriCanine

Marleybone

Key Questions Answered

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

Contents

1 SUPPLY SUMMARY

- 1.1 Pet Meal Kit Delivery Services Introduction
- 1.2 World Pet Meal Kit Delivery Services Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Pet Meal Kit Delivery Services Total Market by Region (by Headquarter Location)
 - 1.3.1 World Pet Meal Kit Delivery Services Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Pet Meal Kit Delivery Services Revenue (2021-2032)
 - 1.3.3 China Based Company Pet Meal Kit Delivery Services Revenue (2021-2032)
 - 1.3.4 Europe Based Company Pet Meal Kit Delivery Services Revenue (2021-2032)
 - 1.3.5 Japan Based Company Pet Meal Kit Delivery Services Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Pet Meal Kit Delivery Services Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Pet Meal Kit Delivery Services Revenue (2021-2032)
 - 1.3.8 India Based Company Pet Meal Kit Delivery Services Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Pet Meal Kit Delivery Services Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Pet Meal Kit Delivery Services Consumption Value (2021-2032)
- 2.2 World Pet Meal Kit Delivery Services Consumption Value by Region
 - 2.2.1 World Pet Meal Kit Delivery Services Consumption Value by Region (2021-2026)
 - 2.2.2 World Pet Meal Kit Delivery Services Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Pet Meal Kit Delivery Services Consumption Value (2021-2032)
- 2.4 China Pet Meal Kit Delivery Services Consumption Value (2021-2032)
- 2.5 Europe Pet Meal Kit Delivery Services Consumption Value (2021-2032)
- 2.6 Japan Pet Meal Kit Delivery Services Consumption Value (2021-2032)
- 2.7 South Korea Pet Meal Kit Delivery Services Consumption Value (2021-2032)
- 2.8 ASEAN Pet Meal Kit Delivery Services Consumption Value (2021-2032)
- 2.9 India Pet Meal Kit Delivery Services Consumption Value (2021-2032)

3 WORLD PET MEAL KIT DELIVERY SERVICES COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Pet Meal Kit Delivery Services Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)
 - 3.2.1 Global Pet Meal Kit Delivery Services Industry Rank of Major Players
 - 3.2.2 Global Concentration Ratios (CR4) for Pet Meal Kit Delivery Services in 2025
 - 3.2.3 Global Concentration Ratios (CR8) for Pet Meal Kit Delivery Services in 2025
- 3.3 Pet Meal Kit Delivery Services Company Evaluation Quadrant
- 3.4 Pet Meal Kit Delivery Services Market: Overall Company Footprint Analysis
 - 3.4.1 Pet Meal Kit Delivery Services Market: Region Footprint
 - 3.4.2 Pet Meal Kit Delivery Services Market: Company Product Type Footprint
 - 3.4.3 Pet Meal Kit Delivery Services Market: Company Product Application Footprint
- 3.5 Competitive Environment
 - 3.5.1 Historical Structure of the Industry
 - 3.5.2 Barriers of Market Entry
 - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

- 4.1 United States VS China: Pet Meal Kit Delivery Services Revenue Comparison (by Headquarter Location)
 - 4.1.1 United States VS China: Pet Meal Kit Delivery Services Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
 - 4.1.2 United States VS China: Pet Meal Kit Delivery Services Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: Pet Meal Kit Delivery Services Consumption Value Comparison
 - 4.2.1 United States VS China: Pet Meal Kit Delivery Services Consumption Value Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Pet Meal Kit Delivery Services Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based Pet Meal Kit Delivery Services Companies and Market Share, 2021-2026
 - 4.3.1 United States Based Pet Meal Kit Delivery Services Companies, Headquarters (States, Country)
 - 4.3.2 United States Based Companies Pet Meal Kit Delivery Services Revenue,

(2021-2026)

4.4 China Based Companies Pet Meal Kit Delivery Services Revenue and Market Share, 2021-2026

4.4.1 China Based Pet Meal Kit Delivery Services Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Pet Meal Kit Delivery Services Revenue, (2021-2026)

4.5 Rest of World Based Pet Meal Kit Delivery Services Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Pet Meal Kit Delivery Services Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Pet Meal Kit Delivery Services Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Pet Meal Kit Delivery Services Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Full Meal Subscription

5.2.2 Baby Food Subscription

5.2.3 Others

5.3 Market Segment by Type

5.3.1 World Pet Meal Kit Delivery Services Market Size by Type (2021-2026)

5.3.2 World Pet Meal Kit Delivery Services Market Size by Type (2027-2032)

5.3.3 World Pet Meal Kit Delivery Services Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY COOKING TECHNIQUES

6.1 World Pet Meal Kit Delivery Services Market Size Overview by Cooking Techniques: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Cooking Techniques

6.2.1 Slow Cooking Process

6.2.2 Gentle Cooking Process

6.2.3 Others

6.3 Market Segment by Cooking Techniques

6.3.1 World Pet Meal Kit Delivery Services Market Size by Cooking Techniques (2021-2026)

6.3.2 World Pet Meal Kit Delivery Services Market Size by Cooking Techniques

(2027-2032)

6.3.3 World Pet Meal Kit Delivery Services Market Size Market Share by Cooking Techniques (2027-2032)

7 MARKET ANALYSIS BY PET TYPES

7.1 World Pet Meal Kit Delivery Services Market Size Overview by Pet Types: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Pet Types

7.2.1 Dog Food

7.2.2 Cat Food

7.2.3 Others

7.3 Market Segment by Pet Types

7.3.1 World Pet Meal Kit Delivery Services Market Size by Pet Types (2021-2026)

7.3.2 World Pet Meal Kit Delivery Services Market Size by Pet Types (2027-2032)

7.3.3 World Pet Meal Kit Delivery Services Market Size Market Share by Pet Types (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Pet Meal Kit Delivery Services Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Pet Care Industry

8.2.2 E-Commerce Industry

8.2.3 Veterinary Services Industry

8.2.4 Others

8.3 Market Segment by Application

8.3.1 World Pet Meal Kit Delivery Services Market Size by Application (2021-2026)

8.3.2 World Pet Meal Kit Delivery Services Market Size by Application (2027-2032)

8.3.3 World Pet Meal Kit Delivery Services Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 The Farmer's Dog

9.1.1 The Farmer's Dog Details

9.1.2 The Farmer's Dog Major Business

9.1.3 The Farmer's Dog Pet Meal Kit Delivery Services Product and Services

9.1.4 The Farmer's Dog Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 The Farmer's Dog Recent Developments/Updates

9.1.6 The Farmer's Dog Competitive Strengths & Weaknesses

9.2 Spot & Tango

9.2.1 Spot & Tango Details

9.2.2 Spot & Tango Major Business

9.2.3 Spot & Tango Pet Meal Kit Delivery Services Product and Services

9.2.4 Spot & Tango Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)

9.2.5 Spot & Tango Recent Developments/Updates

9.2.6 Spot & Tango Competitive Strengths & Weaknesses

9.3 Ollie

9.3.1 Ollie Details

9.3.2 Ollie Major Business

9.3.3 Ollie Pet Meal Kit Delivery Services Product and Services

9.3.4 Ollie Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 Ollie Recent Developments/Updates

9.3.6 Ollie Competitive Strengths & Weaknesses

9.4 Freshpet Delivery

9.4.1 Freshpet Delivery Details

9.4.2 Freshpet Delivery Major Business

9.4.3 Freshpet Delivery Pet Meal Kit Delivery Services Product and Services

9.4.4 Freshpet Delivery Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)

9.4.5 Freshpet Delivery Recent Developments/Updates

9.4.6 Freshpet Delivery Competitive Strengths & Weaknesses

9.5 JustFoodForDogs

9.5.1 JustFoodForDogs Details

9.5.2 JustFoodForDogs Major Business

9.5.3 JustFoodForDogs Pet Meal Kit Delivery Services Product and Services

9.5.4 JustFoodForDogs Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)

9.5.5 JustFoodForDogs Recent Developments/Updates

9.5.6 JustFoodForDogs Competitive Strengths & Weaknesses

9.6 Smalls

9.6.1 Smalls Details

9.6.2 Smalls Major Business

- 9.6.3 Smalls Pet Meal Kit Delivery Services Product and Services
- 9.6.4 Smalls Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
- 9.6.5 Smalls Recent Developments/Updates
- 9.6.6 Smalls Competitive Strengths & Weaknesses
- 9.7 Butternut Box
 - 9.7.1 Butternut Box Details
 - 9.7.2 Butternut Box Major Business
 - 9.7.3 Butternut Box Pet Meal Kit Delivery Services Product and Services
 - 9.7.4 Butternut Box Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Butternut Box Recent Developments/Updates
 - 9.7.6 Butternut Box Competitive Strengths & Weaknesses
- 9.8 Lyka
 - 9.8.1 Lyka Details
 - 9.8.2 Lyka Major Business
 - 9.8.3 Lyka Pet Meal Kit Delivery Services Product and Services
 - 9.8.4 Lyka Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Lyka Recent Developments/Updates
 - 9.8.6 Lyka Competitive Strengths & Weaknesses
- 9.9 Kabo
 - 9.9.1 Kabo Details
 - 9.9.2 Kabo Major Business
 - 9.9.3 Kabo Pet Meal Kit Delivery Services Product and Services
 - 9.9.4 Kabo Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Kabo Recent Developments/Updates
 - 9.9.6 Kabo Competitive Strengths & Weaknesses
- 9.10 PetPlate
 - 9.10.1 PetPlate Details
 - 9.10.2 PetPlate Major Business
 - 9.10.3 PetPlate Pet Meal Kit Delivery Services Product and Services
 - 9.10.4 PetPlate Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.10.5 PetPlate Recent Developments/Updates
 - 9.10.6 PetPlate Competitive Strengths & Weaknesses
- 9.11 We Feed Raw
 - 9.11.1 We Feed Raw Details

- 9.11.2 We Feed Raw Major Business
- 9.11.3 We Feed Raw Pet Meal Kit Delivery Services Product and Services
- 9.11.4 We Feed Raw Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
- 9.11.5 We Feed Raw Recent Developments/Updates
- 9.11.6 We Feed Raw Competitive Strengths & Weaknesses
- 9.12 A Pup Above
 - 9.12.1 A Pup Above Details
 - 9.12.2 A Pup Above Major Business
 - 9.12.3 A Pup Above Pet Meal Kit Delivery Services Product and Services
 - 9.12.4 A Pup Above Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.12.5 A Pup Above Recent Developments/Updates
 - 9.12.6 A Pup Above Competitive Strengths & Weaknesses
- 9.13 Sundays for Dogs
 - 9.13.1 Sundays for Dogs Details
 - 9.13.2 Sundays for Dogs Major Business
 - 9.13.3 Sundays for Dogs Pet Meal Kit Delivery Services Product and Services
 - 9.13.4 Sundays for Dogs Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Sundays for Dogs Recent Developments/Updates
 - 9.13.6 Sundays for Dogs Competitive Strengths & Weaknesses
- 9.14 The Pets Table
 - 9.14.1 The Pets Table Details
 - 9.14.2 The Pets Table Major Business
 - 9.14.3 The Pets Table Pet Meal Kit Delivery Services Product and Services
 - 9.14.4 The Pets Table Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.14.5 The Pets Table Recent Developments/Updates
 - 9.14.6 The Pets Table Competitive Strengths & Weaknesses
- 9.15 Pet Wants
 - 9.15.1 Pet Wants Details
 - 9.15.2 Pet Wants Major Business
 - 9.15.3 Pet Wants Pet Meal Kit Delivery Services Product and Services
 - 9.15.4 Pet Wants Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.15.5 Pet Wants Recent Developments/Updates
 - 9.15.6 Pet Wants Competitive Strengths & Weaknesses
- 9.16 Viva Raw

- 9.16.1 Viva Raw Details
- 9.16.2 Viva Raw Major Business
- 9.16.3 Viva Raw Pet Meal Kit Delivery Services Product and Services
- 9.16.4 Viva Raw Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
- 9.16.5 Viva Raw Recent Developments/Updates
- 9.16.6 Viva Raw Competitive Strengths & Weaknesses
- 9.17 The Grateful Pet
 - 9.17.1 The Grateful Pet Details
 - 9.17.2 The Grateful Pet Major Business
 - 9.17.3 The Grateful Pet Pet Meal Kit Delivery Services Product and Services
 - 9.17.4 The Grateful Pet Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.17.5 The Grateful Pet Recent Developments/Updates
 - 9.17.6 The Grateful Pet Competitive Strengths & Weaknesses
- 9.18 Paringa
 - 9.18.1 Paringa Details
 - 9.18.2 Paringa Major Business
 - 9.18.3 Paringa Pet Meal Kit Delivery Services Product and Services
 - 9.18.4 Paringa Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.18.5 Paringa Recent Developments/Updates
 - 9.18.6 Paringa Competitive Strengths & Weaknesses
- 9.19 Farm Fresh Pet Foods
 - 9.19.1 Farm Fresh Pet Foods Details
 - 9.19.2 Farm Fresh Pet Foods Major Business
 - 9.19.3 Farm Fresh Pet Foods Pet Meal Kit Delivery Services Product and Services
 - 9.19.4 Farm Fresh Pet Foods Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.19.5 Farm Fresh Pet Foods Recent Developments/Updates
 - 9.19.6 Farm Fresh Pet Foods Competitive Strengths & Weaknesses
- 9.20 Tailsco Ltd
 - 9.20.1 Tailsco Ltd Details
 - 9.20.2 Tailsco Ltd Major Business
 - 9.20.3 Tailsco Ltd Pet Meal Kit Delivery Services Product and Services
 - 9.20.4 Tailsco Ltd Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)
 - 9.20.5 Tailsco Ltd Recent Developments/Updates
 - 9.20.6 Tailsco Ltd Competitive Strengths & Weaknesses

9.21 Lucky Dog Cuisine Inc.

9.21.1 Lucky Dog Cuisine Inc. Details

9.21.2 Lucky Dog Cuisine Inc. Major Business

9.21.3 Lucky Dog Cuisine Inc. Pet Meal Kit Delivery Services Product and Services

9.21.4 Lucky Dog Cuisine Inc. Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)

9.21.5 Lucky Dog Cuisine Inc. Recent Developments/Updates

9.21.6 Lucky Dog Cuisine Inc. Competitive Strengths & Weaknesses

9.22 Raw & Fresh

9.22.1 Raw & Fresh Details

9.22.2 Raw & Fresh Major Business

9.22.3 Raw & Fresh Pet Meal Kit Delivery Services Product and Services

9.22.4 Raw & Fresh Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)

9.22.5 Raw & Fresh Recent Developments/Updates

9.22.6 Raw & Fresh Competitive Strengths & Weaknesses

9.23 NutriCanine

9.23.1 NutriCanine Details

9.23.2 NutriCanine Major Business

9.23.3 NutriCanine Pet Meal Kit Delivery Services Product and Services

9.23.4 NutriCanine Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)

9.23.5 NutriCanine Recent Developments/Updates

9.23.6 NutriCanine Competitive Strengths & Weaknesses

9.24 Marleybone

9.24.1 Marleybone Details

9.24.2 Marleybone Major Business

9.24.3 Marleybone Pet Meal Kit Delivery Services Product and Services

9.24.4 Marleybone Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026)

9.24.5 Marleybone Recent Developments/Updates

9.24.6 Marleybone Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Pet Meal Kit Delivery Services Industry Chain

10.2 Pet Meal Kit Delivery Services Upstream Analysis

10.3 Pet Meal Kit Delivery Services Midstream Analysis

10.4 Pet Meal Kit Delivery Services Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Pet Meal Kit Delivery Services Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Pet Meal Kit Delivery Services Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Pet Meal Kit Delivery Services Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Pet Meal Kit Delivery Services Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Pet Meal Kit Delivery Services Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Pet Meal Kit Delivery Services Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Pet Meal Kit Delivery Services Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Pet Meal Kit Delivery Services Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Pet Meal Kit Delivery Services Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Pet Meal Kit Delivery Services Players in 2025

Table 12. World Pet Meal Kit Delivery Services Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Pet Meal Kit Delivery Services Company Evaluation Quadrant

Table 14. Head Office of Key Pet Meal Kit Delivery Services Players

Table 15. Pet Meal Kit Delivery Services Market: Company Product Type Footprint

Table 16. Pet Meal Kit Delivery Services Market: Company Product Application Footprint

Table 17. Pet Meal Kit Delivery Services Mergers & Acquisitions Activity

Table 18. United States VS China Pet Meal Kit Delivery Services Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Pet Meal Kit Delivery Services Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Pet Meal Kit Delivery Services Companies, Headquarters (States, Country)

Table 21. United States Based Companies Pet Meal Kit Delivery Services Revenue,

(2021-2026) & (USD Million)

Table 22. United States Based Companies Pet Meal Kit Delivery Services Revenue Market Share (2021-2026)

Table 23. China Based Pet Meal Kit Delivery Services Companies, Headquarters (Province, Country)

Table 24. China Based Companies Pet Meal Kit Delivery Services Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Pet Meal Kit Delivery Services Revenue Market Share (2021-2026)

Table 26. Rest of World Based Pet Meal Kit Delivery Services Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Pet Meal Kit Delivery Services Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Pet Meal Kit Delivery Services Revenue Market Share (2021-2026)

Table 29. World Pet Meal Kit Delivery Services Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Pet Meal Kit Delivery Services Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Pet Meal Kit Delivery Services Market Size by Type (2027-2032) & (USD Million)

Table 32. World Pet Meal Kit Delivery Services Market Size by Cooking Techniques, (USD Million), 2021 & 2025 & 2032

Table 33. World Pet Meal Kit Delivery Services Market Size Value by Cooking Techniques (2021-2026) & (USD Million)

Table 34. World Pet Meal Kit Delivery Services Market Size by Cooking Techniques (2027-2032) & (USD Million)

Table 35. World Pet Meal Kit Delivery Services Market Size by Pet Types, (USD Million), 2021 & 2025 & 2032

Table 36. World Pet Meal Kit Delivery Services Market Size Value by Pet Types (2021-2026) & (USD Million)

Table 37. World Pet Meal Kit Delivery Services Market Size by Pet Types (2027-2032) & (USD Million)

Table 38. World Pet Meal Kit Delivery Services Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Pet Meal Kit Delivery Services Market Size by Application (2021-2026) & (USD Million)

Table 40. World Pet Meal Kit Delivery Services Market Size by Application (2027-2032) & (USD Million)

- Table 41. The Farmer's Dog Basic Information, Manufacturing Base and Competitors
- Table 42. The Farmer's Dog Major Business
- Table 43. The Farmer's Dog Pet Meal Kit Delivery Services Product and Services
- Table 44. The Farmer's Dog Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 45. The Farmer's Dog Recent Developments/Updates
- Table 46. The Farmer's Dog Competitive Strengths & Weaknesses
- Table 47. Spot & Tango Basic Information, Manufacturing Base and Competitors
- Table 48. Spot & Tango Major Business
- Table 49. Spot & Tango Pet Meal Kit Delivery Services Product and Services
- Table 50. Spot & Tango Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 51. Spot & Tango Recent Developments/Updates
- Table 52. Spot & Tango Competitive Strengths & Weaknesses
- Table 53. Ollie Basic Information, Manufacturing Base and Competitors
- Table 54. Ollie Major Business
- Table 55. Ollie Pet Meal Kit Delivery Services Product and Services
- Table 56. Ollie Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 57. Ollie Recent Developments/Updates
- Table 58. Ollie Competitive Strengths & Weaknesses
- Table 59. Freshpet Delivery Basic Information, Manufacturing Base and Competitors
- Table 60. Freshpet Delivery Major Business
- Table 61. Freshpet Delivery Pet Meal Kit Delivery Services Product and Services
- Table 62. Freshpet Delivery Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 63. Freshpet Delivery Recent Developments/Updates
- Table 64. Freshpet Delivery Competitive Strengths & Weaknesses
- Table 65. JustFoodForDogs Basic Information, Manufacturing Base and Competitors
- Table 66. JustFoodForDogs Major Business
- Table 67. JustFoodForDogs Pet Meal Kit Delivery Services Product and Services
- Table 68. JustFoodForDogs Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 69. JustFoodForDogs Recent Developments/Updates
- Table 70. JustFoodForDogs Competitive Strengths & Weaknesses
- Table 71. Smalls Basic Information, Manufacturing Base and Competitors
- Table 72. Smalls Major Business
- Table 73. Smalls Pet Meal Kit Delivery Services Product and Services
- Table 74. Smalls Pet Meal Kit Delivery Services Revenue, Gross Margin and Market

Share (2021-2026) & (USD Million)

Table 75. Smalls Recent Developments/Updates

Table 76. Smalls Competitive Strengths & Weaknesses

Table 77. Butternut Box Basic Information, Manufacturing Base and Competitors

Table 78. Butternut Box Major Business

Table 79. Butternut Box Pet Meal Kit Delivery Services Product and Services

Table 80. Butternut Box Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. Butternut Box Recent Developments/Updates

Table 82. Butternut Box Competitive Strengths & Weaknesses

Table 83. Lyka Basic Information, Manufacturing Base and Competitors

Table 84. Lyka Major Business

Table 85. Lyka Pet Meal Kit Delivery Services Product and Services

Table 86. Lyka Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. Lyka Recent Developments/Updates

Table 88. Lyka Competitive Strengths & Weaknesses

Table 89. Kabo Basic Information, Manufacturing Base and Competitors

Table 90. Kabo Major Business

Table 91. Kabo Pet Meal Kit Delivery Services Product and Services

Table 92. Kabo Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. Kabo Recent Developments/Updates

Table 94. Kabo Competitive Strengths & Weaknesses

Table 95. PetPlate Basic Information, Manufacturing Base and Competitors

Table 96. PetPlate Major Business

Table 97. PetPlate Pet Meal Kit Delivery Services Product and Services

Table 98. PetPlate Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. PetPlate Recent Developments/Updates

Table 100. PetPlate Competitive Strengths & Weaknesses

Table 101. We Feed Raw Basic Information, Manufacturing Base and Competitors

Table 102. We Feed Raw Major Business

Table 103. We Feed Raw Pet Meal Kit Delivery Services Product and Services

Table 104. We Feed Raw Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 105. We Feed Raw Recent Developments/Updates

Table 106. We Feed Raw Competitive Strengths & Weaknesses

Table 107. A Pup Above Basic Information, Manufacturing Base and Competitors

- Table 108. A Pup Above Major Business
- Table 109. A Pup Above Pet Meal Kit Delivery Services Product and Services
- Table 110. A Pup Above Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 111. A Pup Above Recent Developments/Updates
- Table 112. A Pup Above Competitive Strengths & Weaknesses
- Table 113. Sundays for Dogs Basic Information, Manufacturing Base and Competitors
- Table 114. Sundays for Dogs Major Business
- Table 115. Sundays for Dogs Pet Meal Kit Delivery Services Product and Services
- Table 116. Sundays for Dogs Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 117. Sundays for Dogs Recent Developments/Updates
- Table 118. Sundays for Dogs Competitive Strengths & Weaknesses
- Table 119. The PetsTable Basic Information, Manufacturing Base and Competitors
- Table 120. The PetsTable Major Business
- Table 121. The PetsTable Pet Meal Kit Delivery Services Product and Services
- Table 122. The PetsTable Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 123. The PetsTable Recent Developments/Updates
- Table 124. The PetsTable Competitive Strengths & Weaknesses
- Table 125. Pet Wants Basic Information, Manufacturing Base and Competitors
- Table 126. Pet Wants Major Business
- Table 127. Pet Wants Pet Meal Kit Delivery Services Product and Services
- Table 128. Pet Wants Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 129. Pet Wants Recent Developments/Updates
- Table 130. Pet Wants Competitive Strengths & Weaknesses
- Table 131. Viva Raw Basic Information, Manufacturing Base and Competitors
- Table 132. Viva Raw Major Business
- Table 133. Viva Raw Pet Meal Kit Delivery Services Product and Services
- Table 134. Viva Raw Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 135. Viva Raw Recent Developments/Updates
- Table 136. Viva Raw Competitive Strengths & Weaknesses
- Table 137. The Grateful Pet Basic Information, Manufacturing Base and Competitors
- Table 138. The Grateful Pet Major Business
- Table 139. The Grateful Pet Pet Meal Kit Delivery Services Product and Services
- Table 140. The Grateful Pet Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

- Table 141. The Grateful Pet Recent Developments/Updates
- Table 142. The Grateful Pet Competitive Strengths & Weaknesses
- Table 143. Paringa Basic Information, Manufacturing Base and Competitors
- Table 144. Paringa Major Business
- Table 145. Paringa Pet Meal Kit Delivery Services Product and Services
- Table 146. Paringa Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 147. Paringa Recent Developments/Updates
- Table 148. Paringa Competitive Strengths & Weaknesses
- Table 149. Farm Fresh Pet Foods Basic Information, Manufacturing Base and Competitors
- Table 150. Farm Fresh Pet Foods Major Business
- Table 151. Farm Fresh Pet Foods Pet Meal Kit Delivery Services Product and Services
- Table 152. Farm Fresh Pet Foods Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 153. Farm Fresh Pet Foods Recent Developments/Updates
- Table 154. Farm Fresh Pet Foods Competitive Strengths & Weaknesses
- Table 155. Tailsco Ltd Basic Information, Manufacturing Base and Competitors
- Table 156. Tailsco Ltd Major Business
- Table 157. Tailsco Ltd Pet Meal Kit Delivery Services Product and Services
- Table 158. Tailsco Ltd Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 159. Tailsco Ltd Recent Developments/Updates
- Table 160. Tailsco Ltd Competitive Strengths & Weaknesses
- Table 161. Lucky Dog Cuisine Inc. Basic Information, Manufacturing Base and Competitors
- Table 162. Lucky Dog Cuisine Inc. Major Business
- Table 163. Lucky Dog Cuisine Inc. Pet Meal Kit Delivery Services Product and Services
- Table 164. Lucky Dog Cuisine Inc. Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 165. Lucky Dog Cuisine Inc. Recent Developments/Updates
- Table 166. Lucky Dog Cuisine Inc. Competitive Strengths & Weaknesses
- Table 167. Raw & Fresh Basic Information, Manufacturing Base and Competitors
- Table 168. Raw & Fresh Major Business
- Table 169. Raw & Fresh Pet Meal Kit Delivery Services Product and Services
- Table 170. Raw & Fresh Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 171. Raw & Fresh Recent Developments/Updates
- Table 172. Raw & Fresh Competitive Strengths & Weaknesses

- Table 173. NutriCanine Basic Information, Manufacturing Base and Competitors
- Table 174. NutriCanine Major Business
- Table 175. NutriCanine Pet Meal Kit Delivery Services Product and Services
- Table 176. NutriCanine Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 177. NutriCanine Recent Developments/Updates
- Table 178. NutriCanine Competitive Strengths & Weaknesses
- Table 179. Marleybone Basic Information, Manufacturing Base and Competitors
- Table 180. Marleybone Major Business
- Table 181. Marleybone Pet Meal Kit Delivery Services Product and Services
- Table 182. Marleybone Pet Meal Kit Delivery Services Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 183. Marleybone Recent Developments/Updates
- Table 184. Marleybone Competitive Strengths & Weaknesses
- Table 185. Global Key Players of Pet Meal Kit Delivery Services Upstream (Raw Materials)
- Table 186. Global Pet Meal Kit Delivery Services Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Pet Meal Kit Delivery Services Picture

Figure 2. World Pet Meal Kit Delivery Services Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Pet Meal Kit Delivery Services Total Revenue (2021-2032) & (USD Million)

Figure 4. World Pet Meal Kit Delivery Services Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Pet Meal Kit Delivery Services Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Pet Meal Kit Delivery Services Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Pet Meal Kit Delivery Services Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Pet Meal Kit Delivery Services Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Pet Meal Kit Delivery Services Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Pet Meal Kit Delivery Services Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Pet Meal Kit Delivery Services Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Pet Meal Kit Delivery Services Revenue (2021-2032) & (USD Million)

Figure 13. Pet Meal Kit Delivery Services Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Pet Meal Kit Delivery Services Consumption Value (2021-2032) & (USD Million)

Figure 16. World Pet Meal Kit Delivery Services Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Pet Meal Kit Delivery Services Consumption Value (2021-2032) & (USD Million)

Figure 18. China Pet Meal Kit Delivery Services Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Pet Meal Kit Delivery Services Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Pet Meal Kit Delivery Services Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Pet Meal Kit Delivery Services Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Pet Meal Kit Delivery Services Consumption Value (2021-2032) & (USD Million)

Figure 23. India Pet Meal Kit Delivery Services Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Pet Meal Kit Delivery Services by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Pet Meal Kit Delivery Services Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Pet Meal Kit Delivery Services Markets in 2025

Figure 27. United States VS China: Pet Meal Kit Delivery Services Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Pet Meal Kit Delivery Services Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Pet Meal Kit Delivery Services Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Pet Meal Kit Delivery Services Market Size Market Share by Type in 2025

Figure 31. Full Meal Subscription

Figure 32. Baby Food Subscription

Figure 33. Others

Figure 34. World Pet Meal Kit Delivery Services Market Size Market Share by Type (2021-2032)

Figure 35. World Pet Meal Kit Delivery Services Market Size by Cooking Techniques, (USD Million), 2021 & 2025 & 2032

Figure 36. World Pet Meal Kit Delivery Services Market Size Market Share by Cooking Techniques in 2025

Figure 37. Slow Cooking Process

Figure 38. Gentle Cooking Process

Figure 39. Others

Figure 40. World Pet Meal Kit Delivery Services Market Size Market Share by Cooking Techniques (2021-2032)

Figure 41. World Pet Meal Kit Delivery Services Market Size by Pet Types, (USD Million), 2021 & 2025 & 2032

Figure 42. World Pet Meal Kit Delivery Services Market Size Market Share by Pet

Types in 2025

Figure 43. Dog Food

Figure 44. Cat Food

Figure 45. Others

Figure 46. World Pet Meal Kit Delivery Services Market Size Market Share by Pet Types (2021-2032)

Figure 47. World Pet Meal Kit Delivery Services Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 48. World Pet Meal Kit Delivery Services Market Size Market Share by Application in 2025

Figure 49. Pet Care Industry

Figure 50. E-Commerce Industry

Figure 51. Veterinary Services Industry

Figure 52. Others

Figure 53. World Pet Meal Kit Delivery Services Market Size Market Share by Application (2021-2032)

Figure 54. Pet Meal Kit Delivery Services Industrial Chain

Figure 55. Methodology

Figure 56. Research Process and Data Source

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