

Pet Meal Kit Delivery Services Market Size, Share & Trends Analysis Report By Pet Type (Dogs, Cats), By Subscription Type (Topper, Full), By Food Type (Dry, Wet), By Region (APAC, Europe), And Segment Forecasts, 2021 - 2028

<https://marketpublishers.com/r/P2D9094855ABEN.html>

Date: December 2021

Pages: 75

Price: US\$ 3,950.00 (Single User License)

ID: P2D9094855ABEN

Abstracts

This report can be delivered to the clients within 72 Business Hours

Pet Meal Kit Delivery Services Market Growth & Trends

The global pet meal kit delivery services market size is expected to reach USD 5.20 billion by 2028, registering a CAGR of 15.3% over the forecast period, according to a new report by Grand View Research, Inc. Rising awareness among pet owners related to adverse effects of nutrition deficiency in pets, coupled with their increased spending on pet food is expected to drive market demand across the globe over the forecasted period. The dogs animal type segment led the market and accounted for the leading share of the total revenue in 2020.

The segment is expected to rise over the anticipated period owing to the easy availability of multiple flavored meals offered by companies, such as PetPlate, NomNomNow Inc., The Farmer's Dog Inc., and Spot & Tango. For instance, NomNomNow Inc. offers meals in flavors, such as, beef, turkey, pork, and chicken, and thus offering a variety of selections for the consumers. Furthermore, with a rise in the cases of dog diseases due to nutritional deficiency, there is an increase in demand for meal kit delivery services to provide calculated meals based on the dog's profile.

The full subscription type segment led the market in 2020. Full subscription plans offer a higher discount to consumers, along with free trials that help them gain more popularity

over budget-friendly topper subscriptions. Furthermore, full subscriptions are based on the pet's profile, which includes their weight, age, breed, activity level, allergies and health conditions, and taste preferences, which help consumers understand the required calorie intake for their pets. For instance, as per the Spot & Tango, an active small dog requires approximately 300 calories a day, while a medium and large dog requires around 600 and 1300 calories a day respectively.

Since full subscriptions cover 100% of the calorie intake required, it gets more convenient for the consumers to go forward with monthly/yearly subscriptions, thereby leading to boosting this segment's growth. North America dominated the global market and generated the highest contribution of sales to the market revenue in 2020. The rising investment by key players is one of the major factors driving the region's growth. For instance, in April 2020, Spot & Tango, U.S., received a seed funding of USD 4.2 million to launch their dry pet meal services across the globe.

Also, in January 2019, The Farmer's Dog Inc. received funding of USD 39 million to expand its services by shipping meal kits for pets across the globe. The market is fragmented with the presence of a large number of global and regional players and companies face stiff competition from each other as some of them are among the top providers that have a large customer base.

Pet Meal Kit Delivery Services Market Report Highlights

Asia Pacific is projected to be the fastest-growing regional market from 2021 to 2028 due to a growing number of new service offerings and rising concerns about pet health and nutritional deficiencies

The wet food segment led the global market in 2020 and is estimated to register the fastest CAGR over the forecast period

The growth is due to the increasing availability of customized wet food meals catering to the specific needs of pets

The full subscription type segment accounted for the largest revenue share of the global market in 2020 and is expected to register the fastest CAGR of 17.3% over the forecast period

The growth can be credited to the significant advantages offered by providers to consumers, such as customization, discounted prices, free trials, and

international shipping

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Pet Type Outlook
- 2.3. Food Type Outlook
- 2.4. Subscription Type Outlook
- 2.5. Regional Outlook

CHAPTER 3. PET MEAL KIT DELIVERY SERVICES MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Impact of COVID-19 on the Pet Meal Kit Delivery Services Market
- 3.4. Industry Value Chain Analysis
 - 3.4.1. Sales/Retail Channel Analysis
 - 3.4.2. Profit Margin Analysis
- 3.5. Market Dynamics
 - 3.5.1. Market Driver Analysis
 - 3.5.2. Market Restraint Analysis
 - 3.5.3. Industry Challenges
 - 3.5.4. Industry Opportunities
- 3.6. Business Environment Analysis

- 3.6.1. Industry Analysis - Porter's
 - 3.6.1.1. Supplier Power
 - 3.6.1.2. Buyer Power
 - 3.6.1.3. Substitution Threat
 - 3.6.1.4. Threat from New Entrant
 - 3.6.1.5. Competitive Rivalry
- 3.7. Roadmap of Pet Meal Kit Delivery Services Market
- 3.8. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preference
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. PET MEAL KIT DELIVERY SERVICES MARKET: PET TYPE ANALYSIS & ESTIMATES

- 5.1. Pet Type Analysis & Market Share, 2020 & 2028
- 5.2. Dogs
 - 5.2.1. Market estimates and forecast, 2016 - 2028 (USD Million)
- 5.3. Cats
 - 5.3.1. Market estimates and forecast, 2016 - 2028 (USD Million)

CHAPTER 6. PET MEAL KIT DELIVERY SERVICES MARKET: FOOD TYPE ANALYSIS & ESTIMATES

- 6.1. Food Type Analysis & Market Share, 2020 & 2028
- 6.2. Dry (Kibble)
 - 6.2.1. Market estimates and forecast, 2016 - 2028 (USD Million)
- 6.3. Wet
 - 6.3.1. Market estimates and forecast, 2016 - 2028 (USD Million)

CHAPTER 7. PET MEAL KIT DELIVERY SERVICES MARKET: SUBSCRIPTION TYPE ANALYSIS & ESTIMATES

- 7.1. Subscription Type Analysis & Market Share, 2020 & 2028

7.2. Topper

7.2.1. Market estimates and forecast, 2016 - 2028 (USD Million)

7.3. Full

7.3.1. Market estimates and forecast, 2016 - 2028 (USD Million)

CHAPTER 8. PET MEAL KIT DELIVERY SERVICES MARKET: COUNTRY ESTIMATES & TREND ANALYSIS

8.1. Regional Movement Analysis & Market Share, 2020 & 2028

8.2. North America

8.2.1. Market estimates and forecast, 2016 - 2028 (USD Million)

8.2.2. Market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

8.2.3. Market estimates and forecast, by food type, 2016 - 2028 (USD Million)

8.2.4. Market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

8.2.5. U.S.

8.2.5.1. Market estimates and forecast, 2016 - 2028 (USD Million)

8.2.5.2. Market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

8.2.5.3. Market estimates and forecast, by food type, 2016 - 2028 (USD Million)

8.2.5.4. Market estimates and forecast, by subscription type, 2016 - 2028 (USD

Million)

8.3. Europe

8.3.1. Market estimates and forecast, 2016 - 2028 (USD Million)

8.3.2. Market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

8.3.3. Market estimates and forecast, by food type, 2016 - 2028 (USD Million)

8.3.4. Market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

8.3.5. U.K.

8.3.5.1. Market estimates and forecast, 2016 - 2028 (USD Million)

8.3.5.2. Market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

8.3.5.3. Market estimates and forecast, by food type, 2016 - 2028 (USD Million)

8.3.5.4. Market estimates and forecast, by subscription type, 2016 - 2028 (USD

Million)

8.3.6. France

8.3.6.1. Market estimates and forecast, 2016 - 2028 (USD Million)

8.3.6.2. Market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

8.3.6.3. Market estimates and forecast, by food type, 2016 - 2028 (USD Million)

8.3.6.4. Market estimates and forecast, by subscription type, 2016 - 2028 (USD

Million)

8.3.7. Spain

8.3.7.1. Market estimates and forecast, 2016 - 2028 (USD Million)

8.3.7.2. Market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

8.3.7.3. Market estimates and forecast, by food type, 2016 - 2028 (USD Million)

8.3.7.4. Market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

8.4. Asia Pacific

8.4.1. Market estimates and forecast, 2016 - 2028 (USD Million)

8.4.2. Market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

8.4.3. Market estimates and forecast, by food type, 2016 - 2028 (USD Million)

8.4.4. Market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

8.4.5. China

8.4.5.1. Market estimates and forecast, 2016 - 2028 (USD Million)

8.4.5.2. Market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

8.4.5.3. Market estimates and forecast, by food type, 2016 - 2028 (USD Million)

8.4.5.4. Market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

8.4.6. Japan

8.4.6.1. Market estimates and forecast, 2016 - 2028 (USD Million)

8.4.6.2. Market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

8.4.6.3. Market estimates and forecast, by food type, 2016 - 2028 (USD Million)

8.4.6.4. Market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

8.4.7. India

8.4.7.1. Market estimates and forecast, 2016 - 2028 (USD Million)

8.4.7.2. Market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

8.4.7.3. Market estimates and forecast, by food type, 2016 - 2028 (USD Million)

8.4.7.4. Market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

8.4.8. Australia

8.4.8.1. Market estimates and forecast, 2016 - 2028 (USD Million)

8.4.8.2. Market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

8.4.8.3. Market estimates and forecast, by food type, 2016 - 2028 (USD Million)

8.4.8.4. Market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

8.5. Rest of the World

8.5.1. Market estimates and forecast, 2016 - 2028 (USD Million)

8.5.2. Market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

8.5.3. Market estimates and forecast, by food type, 2016 - 2028 (USD Million)

8.5.4. Market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

8.5.5. Brazil

- 8.5.5.1. Market estimates and forecast, 2016 - 2028 (USD Million)
- 8.5.5.2. Market estimates and forecast, by pet type, 2016 - 2028 (USD Million)
- 8.5.5.3. Market estimates and forecast, by food type, 2016 - 2028 (USD Million)
- 8.5.5.4. Market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)
- 8.5.6. South Africa
 - 8.5.6.1. Market estimates and forecast, 2016 - 2028 (USD Million)
 - 8.5.6.2. Market estimates and forecast, by pet type, 2016 - 2028 (USD Million)
 - 8.5.6.3. Market estimates and forecast, by food type, 2016 - 2028 (USD Million)
 - 8.5.6.4. Market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

CHAPTER 9. COMPETITIVE ANALYSIS

- 9.1. Key global players, recent developments & their impact on the industry
- 9.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)
- 9.3. Vendor Landscape

CHAPTER 10. COMPANY PROFILES

- 10.1. The Farmer's Dog, Inc.
 - 10.1.1. Company Overview
 - 10.1.2. Financial Performance
 - 10.1.3. Product Benchmarking
 - 10.1.4. Strategic Initiatives
- 10.2. PetPlate
 - 10.2.1. Company Overview
 - 10.2.2. Financial Performance
 - 10.2.3. Product Benchmarking
 - 10.2.4. Strategic Initiatives
- 10.3. NomNomNow Inc
 - 10.3.1. Company Overview
 - 10.3.2. Financial Performance
 - 10.3.3. Product Benchmarking
 - 10.3.4. Strategic Initiatives
- 10.4. Ollie Pets Inc
 - 10.4.1. Company Overview
 - 10.4.2. Financial Performance

- 10.4.3. Product Benchmarking
- 10.4.4. Strategic Initiatives
- 10.5. Spot and Tango
 - 10.5.1. Company Overview
 - 10.5.2. Financial Performance
 - 10.5.3. Product Benchmarking
 - 10.5.4. Strategic Initiatives
- 10.6. Butternutbox
 - 10.6.1. Company Overview
 - 10.6.2. Financial Performance
 - 10.6.3. Product Benchmarking
 - 10.6.4. Strategic Initiatives
- 10.7. Kabo Labs
 - 10.7.1. Company Overview
 - 10.7.2. Financial Performance
 - 10.7.3. Product Benchmarking
 - 10.7.4. Strategic Initiatives
- 10.8. Lyka
 - 10.8.1. Company Overview
 - 10.8.2. Financial Performance
 - 10.8.3. Product Benchmarking
 - 10.8.4. Strategic Initiatives
- 10.9. Tailsco Ltd.
 - 10.9.1. Company Overview
 - 10.9.2. Financial Performance
 - 10.9.3. Product Benchmarking
 - 10.9.4. Strategic Initiatives
- 10.10. Lucky Dog Cuisine Inc.
 - 10.10.1. Company Overview
 - 10.10.2. Financial Performance
 - 10.10.3. Product Benchmarking
 - 10.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Pet meal kit delivery services market - Driving factor market analysis
2. Pet meal kit delivery services market - Market restraint analysis
3. Pet meal kit delivery services market estimates and forecast, 2016 - 2028 (USD Million)
4. Pet meal kit delivery services market estimates and forecasts, for dogs, 2016 - 2028 (USD Million)
5. Pet meal kit delivery services market estimates and forecasts, for cats, 2016 - 2028 (USD Million)
6. Pet meal kit delivery services market estimates and forecasts, by dry food type, 2016 - 2028 (USD Million)
7. Pet meal kit delivery services market estimates and forecasts, by wet food type, 2016 - 2028 (USD Million)
8. Pet meal kit delivery services market estimates and forecasts, by topper subscription type, 2016 - 2028 (USD Million)
9. Pet meal kit delivery services market estimates and forecasts, by full subscription type, 2016 - 2028 (USD Million)
10. North America pet meal kit delivery services market estimates and forecast, 2016 - 2028 (USD Million)
11. North America pet meal kit delivery services market estimates and forecast, by pet type, 2016 - 2028 (USD Million)
12. North America pet meal kit delivery services market estimates and forecast, by food type, 2016 - 2028 (USD Million)
13. North America pet meal kit delivery services market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)
14. U.S. pet meal kit delivery services market estimates and forecast, 2016 - 2028 (USD Million)
15. U.S. pet meal kit delivery services market estimates and forecast, by pet type, 2016 - 2028 (USD Million)
16. U.S. pet meal kit delivery services market estimates and forecast, by food type, 2016 - 2028 (USD Million)
17. U.S. pet meal kit delivery services market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)
18. Europe pet meal kit delivery services market estimates and forecast, 2016 - 2028 (USD Million)
19. Europe pet meal kit delivery services market estimates and forecast, by pet type,

2016 - 2028 (USD Million)

20. Europe pet meal kit delivery services market estimates and forecast, by food type, 2016 - 2028 (USD Million)

21. Europe pet meal kit delivery services market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

22. U.K. pet meal kit delivery services market estimates and forecast, 2016 - 2028 (USD Million)

23. U.K. pet meal kit delivery services market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

24. U.K. pet meal kit delivery services market estimates and forecast, by food type, 2016 - 2028 (USD Million)

25. U.K. pet meal kit delivery services market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

26. France pet meal kit delivery services market estimates and forecast, 2016 - 2028 (USD Million)

27. France pet meal kit delivery services market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

28. France pet meal kit delivery services market estimates and forecast, by food type, 2016 - 2028 (USD Million)

29. France pet meal kit delivery services market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

30. Spain pet meal kit delivery services market estimates and forecast, 2016 - 2028 (USD Million)

31. Spain pet meal kit delivery services market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

32. Spain pet meal kit delivery services market estimates and forecast, by food type, 2016 - 2028 (USD Million)

33. Spain pet meal kit delivery services market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

34. Asia Pacific pet meal kit delivery services market estimates and forecast, 2016 - 2028 (USD Million)

35. Asia Pacific pet meal kit delivery services market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

36. Asia Pacific pet meal kit delivery services market estimates and forecast, by food type, 2016 - 2028 (USD Million)

37. Asia Pacific pet meal kit delivery services market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

38. China pet meal kit delivery services market estimates and forecast, 2016 - 2028 (USD Million)

39. China pet meal kit delivery services market estimates and forecast, by pet type, 2016 - 2028 (USD Million)
40. China pet meal kit delivery services market estimates and forecast, by food type, 2016 - 2028 (USD Million)
41. China pet meal kit delivery services market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)
42. Japan pet meal kit delivery services market estimates and forecast, 2016 - 2028 (USD Million)
43. Japan pet meal kit delivery services market estimates and forecast, by pet type, 2016 - 2028 (USD Million)
44. Japan pet meal kit delivery services market estimates and forecast, by food type, 2016 - 2028 (USD Million)
45. Japan pet meal kit delivery services market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)
46. India pet meal kit delivery services market estimates and forecast, 2016 - 2028 (USD Million)
47. India pet meal kit delivery services market estimates and forecast, by pet type, 2016 - 2028 (USD Million)
48. India pet meal kit delivery services market estimates and forecast, by food type, 2016 - 2028 (USD Million)
49. India pet meal kit delivery services market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)
50. Australia pet meal kit delivery services market estimates and forecast, 2016 - 2028 (USD Million)
51. Australia pet meal kit delivery services market estimates and forecast, by pet type, 2016 - 2028 (USD Million)
52. Australia pet meal kit delivery services market estimates and forecast, by food type, 2016 - 2028 (USD Million)
53. Australia pet meal kit delivery services market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)
54. Rest of the World pet meal kit delivery services market estimates and forecast, 2016 - 2028 (USD Million)
55. Rest of the World pet meal kit delivery services market estimates and forecast, by pet type, 2016 - 2028 (USD Million)
56. Rest of the World pet meal kit delivery services market estimates and forecast, by food type, 2016 - 2028 (USD Million)
57. Rest of the World pet meal kit delivery services market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)
58. Brazil pet meal kit delivery services market estimates and forecast, 2016 - 2028

(USD Million)

59. Brazil pet meal kit delivery services market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

60. Brazil pet meal kit delivery services market estimates and forecast, by food type, 2016 - 2028 (USD Million)

61. Brazil pet meal kit delivery services market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

62. South Africa pet meal kit delivery services market estimates and forecast, 2016 - 2027 (USD Million)

63. South Africa pet meal kit delivery services market estimates and forecast, by pet type, 2016 - 2028 (USD Million)

64. South Africa pet meal kit delivery services market estimates and forecast, by food type, 2016 - 2028 (USD Million)

65. South Africa pet meal kit delivery services market estimates and forecast, by subscription type, 2016 - 2028 (USD Million)

66. Company categorization

List Of Figures

LIST OF FIGURES

1. Pet meal kit delivery services market segmentation
2. Information procurement
3. Primary research pattern
4. Primary research approaches
5. Primary research process
6. Pet meal kit delivery services market - Penetration & growth prospect mapping
7. Pet meal kit delivery services market- Value chain analysis
8. Pet meal kit delivery services market: Porter's Five Forces Analysis
9. Roadmap of pet meal kit delivery services market
10. Factors affecting buying decisions for pet meal kit delivery services market
11. Pet meal kit delivery services market: Pet Type share (%) analysis, 2020 & 2028
12. Pet meal kit delivery services market: Food Type share (%) analysis, 2020 & 2028
13. Pet meal kit delivery services market: Subscription Type share (%) analysis, 2020 & 2028
14. Pet meal kit delivery services market: Regional share (%) analysis, 2020 & 2028
15. Pet meal kit delivery services market share analysis, 2020, (%)

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