

Global Freeze-dried Raw Pet Food Market Growth 2026-2032

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Abstracts

The global Freeze-dried Raw Pet Food market size is predicted to grow from US\$ 2426 million in 2025 to US\$ 4909 million in 2032; it is expected to grow at a CAGR of 10.5% from 2026 to 2032.

Freeze-dried pet food refers to pet food products for dogs, cats and other companion animals made by freezing formulated raw materials and removing moisture through vacuum sublimation. The category covers complete freeze-dried meals, freeze-dried raw diets, freeze-dried meat pieces, toppers, mixers, treats, powders and composite pet foods containing freeze-dried inclusions. Its core value proposition lies in preserving ingredient flavor, supporting high-meat and high-protein positioning, improving palatability, and enabling shelf-stable storage, light-weight logistics and convenient rehydration for premium pet nutrition applications.

Based on our research, freeze-dried pet food should be viewed as a premium pet nutrition format rather than a simple extension of pet treats. The category bridges the sensory and high-meat positioning of raw diets with the storage convenience of shelf-stable dry products. This is why the format has grown first in North America, where raw-inspired nutrition, specialty pet retail and premiumization are relatively mature. However, freeze-dried products remain structurally expensive because of raw material cost, energy-intensive drying and low moisture yield. As a result, the category is more likely to expand as complete premium meals, toppers, mixers and high-value treats rather than replace mainstream extruded kibble at scale.

From a demand perspective, the strongest growth is expected in high-income pet households, cat-focused nutrition, functional toppers, single-protein treats and products that improve palatability with small serving sizes. The next stage of competition will be

less about simply claiming 'raw' or 'natural' and more about food safety, traceable sourcing, complete-and-balanced formulation, pathogen control, packaging stability and channel execution. Regulatory and veterinary scrutiny of raw animal-source proteins will remain an important risk factor, which may favor larger players with stronger quality systems and audited supply chains.

LP Information, Inc. (LPI) ' newest research report, the 'Freeze-dried Raw Pet Food Industry Forecast' looks at past sales and reviews total world Freeze-dried Raw Pet Food sales in 2025, providing a comprehensive analysis by region and market sector of projected Freeze-dried Raw Pet Food sales for 2026 through 2032. With Freeze-dried Raw Pet Food sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Freeze-dried Raw Pet Food industry.

This Insight Report provides a comprehensive analysis of the global Freeze-dried Raw Pet Food landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Freeze-dried Raw Pet Food portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Freeze-dried Raw Pet Food market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Freeze-dried Raw Pet Food and breaks down the forecast by Type, by Sale Channel, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Freeze-dried Raw Pet Food.

This report presents a comprehensive overview, market shares, and growth opportunities of Freeze-dried Raw Pet Food market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Complete Freeze-dried Food

Freeze-dried Treats

Other Freeze-dried Pet Food

Segmentation by Protein Source:

Poultry-based

Red Meat-based

Fish & Seafood-based

Other

Segmentation by Pet Type:

Dog

Cat

Dog & Cat Dual-use

Other Companion Animals

Segmentation by Sale Channel:

Online Sales

Offline Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Mars Petcare

Nestl? Purina PetCare

Stella & Chewy?s

Primal Pet Group

Carnivore Meat Company

Canature Processing Ltd.

Muenster Milling Co.

Morasch Meats

Natural Pet Food Group

The New Zealand Natural Pet Food Co.

Wellness Pet Company

BrightPet Nutrition Group

Instinct Pet Food

Open Farm

Nulo

China Pet Foods Co., Ltd.

Gambol Pet Group Co., Ltd.

Tianjin Ranova Petfood Co., Ltd.

Shanghai Fubei Pet Products Co., Ltd.

Shandong Luscious Pet Food Co., Ltd.

Shandong Saixi Pet Food Co., Ltd.

Mama Cook Co., Ltd.

James & Ella

COYA Pet

Frontier Pets

Fresh Is Best

Purpose Pet Food

Freeze Dry Australia

Laila and Me

Key Questions Addressed in this Report

What is the 10-year outlook for the global Freeze-dried Raw Pet Food market?

What factors are driving Freeze-dried Raw Pet Food market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Freeze-dried Raw Pet Food market opportunities vary by end market size?

How does Freeze-dried Raw Pet Food break out by Type, by Sale Channel?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Freeze-dried Raw Pet Food Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Freeze-dried Raw Pet Food by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Freeze-dried Raw Pet Food by Country/Region, 2021, 2025 & 2032
- 2.2 Freeze-dried Raw Pet Food Segment by Type
 - 2.2.1 Complete Freeze-dried Food
 - 2.2.2 Freeze-dried Treats
 - 2.2.3 Other Freeze-dried Pet Food
 - 2.2.4 Freeze-dried Raw Pet Food Sales by Type
 - 2.2.4.1 Global Freeze-dried Raw Pet Food Sales Market Share by Type (2021-2026)
 - 2.2.4.2 Global Freeze-dried Raw Pet Food Revenue and Market Share by Type (2021-2026)
 - 2.2.4.3 Global Freeze-dried Raw Pet Food Sale Price by Type (2021-2026)
- 2.3 Freeze-dried Raw Pet Food Segment by Protein Source
 - 2.3.1 Poultry-based
 - 2.3.2 Red Meat-based
 - 2.3.3 Fish & Seafood-based
 - 2.3.4 Other
 - 2.3.5 Freeze-dried Raw Pet Food Sales by Protein Source
 - 2.3.5.1 Global Freeze-dried Raw Pet Food Sales Market Share by Protein Source (2021-2026)
 - 2.3.5.2 Global Freeze-dried Raw Pet Food Revenue and Market Share by Protein

Source (2021-2026)

2.3.5.3 Global Freeze-dried Raw Pet Food Sale Price by Protein Source (2021-2026)

2.4 Freeze-dried Raw Pet Food Segment by Pet Type

2.4.1 Dog

2.4.2 Cat

2.4.3 Dog & Cat Dual-use

2.4.4 Other Companion Animals

2.4.5 Freeze-dried Raw Pet Food Sales by Pet Type

2.4.5.1 Global Freeze-dried Raw Pet Food Sales Market Share by Pet Type
(2021-2026)

2.4.5.2 Global Freeze-dried Raw Pet Food Revenue and Market Share by Pet Type
(2021-2026)

2.4.5.3 Global Freeze-dried Raw Pet Food Sale Price by Pet Type (2021-2026)

2.5 Freeze-dried Raw Pet Food Segment by Sale Channel

2.5.1 Online Sales

2.5.2 Offline Sales

2.5.3 Freeze-dried Raw Pet Food Sales by Sale Channel

2.5.3.1 Global Freeze-dried Raw Pet Food Sale Market Share by Sale Channel
(2021-2026)

2.5.3.2 Global Freeze-dried Raw Pet Food Revenue and Market Share by Sale
Channel (2021-2026)

2.5.3.3 Global Freeze-dried Raw Pet Food Sale Price by Sale Channel (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Freeze-dried Raw Pet Food Breakdown Data by Company

3.1.1 Global Freeze-dried Raw Pet Food Annual Sales by Company (2021-2026)

3.1.2 Global Freeze-dried Raw Pet Food Sales Market Share by Company
(2021-2026)

3.2 Global Freeze-dried Raw Pet Food Annual Revenue by Company (2021-2026)

3.2.1 Global Freeze-dried Raw Pet Food Revenue by Company (2021-2026)

3.2.2 Global Freeze-dried Raw Pet Food Revenue Market Share by Company
(2021-2026)

3.3 Global Freeze-dried Raw Pet Food Sale Price by Company

3.4 Key Manufacturers Freeze-dried Raw Pet Food Producing Area Distribution, Sales
Area, Product Type

3.4.1 Key Manufacturers Freeze-dried Raw Pet Food Product Location Distribution

3.4.2 Players Freeze-dried Raw Pet Food Products Offered

3.5 Market Concentration Rate Analysis

- 3.5.1 Competition Landscape Analysis
- 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR FREEZE-DRIED RAW PET FOOD BY GEOGRAPHIC REGION

- 4.1 World Historic Freeze-dried Raw Pet Food Market Size by Geographic Region (2021-2026)
 - 4.1.1 Global Freeze-dried Raw Pet Food Annual Sales by Geographic Region (2021-2026)
 - 4.1.2 Global Freeze-dried Raw Pet Food Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Freeze-dried Raw Pet Food Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Freeze-dried Raw Pet Food Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Freeze-dried Raw Pet Food Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Freeze-dried Raw Pet Food Sales Growth
- 4.4 APAC Freeze-dried Raw Pet Food Sales Growth
- 4.5 Europe Freeze-dried Raw Pet Food Sales Growth
- 4.6 Middle East & Africa Freeze-dried Raw Pet Food Sales Growth

5 AMERICAS

- 5.1 Americas Freeze-dried Raw Pet Food Sales by Country
 - 5.1.1 Americas Freeze-dried Raw Pet Food Sales by Country (2021-2026)
 - 5.1.2 Americas Freeze-dried Raw Pet Food Revenue by Country (2021-2026)
- 5.2 Americas Freeze-dried Raw Pet Food Sales by Type (2021-2026)
- 5.3 Americas Freeze-dried Raw Pet Food Sales by Sale Channel (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Freeze-dried Raw Pet Food Sales by Region

- 6.1.1 APAC Freeze-dried Raw Pet Food Sales by Region (2021-2026)
- 6.1.2 APAC Freeze-dried Raw Pet Food Revenue by Region (2021-2026)
- 6.2 APAC Freeze-dried Raw Pet Food Sales by Type (2021-2026)
- 6.3 APAC Freeze-dried Raw Pet Food Sales by Sale Channel (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 China Taiwan

7 EUROPE

- 7.1 Europe Freeze-dried Raw Pet Food by Country
 - 7.1.1 Europe Freeze-dried Raw Pet Food Sales by Country (2021-2026)
 - 7.1.2 Europe Freeze-dried Raw Pet Food Revenue by Country (2021-2026)
- 7.2 Europe Freeze-dried Raw Pet Food Sales by Type (2021-2026)
- 7.3 Europe Freeze-dried Raw Pet Food Sales by Sale Channel (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Freeze-dried Raw Pet Food by Country
 - 8.1.1 Middle East & Africa Freeze-dried Raw Pet Food Sales by Country (2021-2026)
 - 8.1.2 Middle East & Africa Freeze-dried Raw Pet Food Revenue by Country (2021-2026)
- 8.2 Middle East & Africa Freeze-dried Raw Pet Food Sales by Type (2021-2026)
- 8.3 Middle East & Africa Freeze-dried Raw Pet Food Sales by Sale Channel (2021-2026)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

- 10.1 Raw Material and Suppliers
- 10.2 Manufacturing Cost Structure Analysis of Freeze-dried Raw Pet Food
- 10.3 Manufacturing Process Analysis of Freeze-dried Raw Pet Food
- 10.4 Industry Chain Structure of Freeze-dried Raw Pet Food

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels
 - 11.1.2 Indirect Channels
- 11.2 Freeze-dried Raw Pet Food Distributors
- 11.3 Freeze-dried Raw Pet Food Customer

12 WORLD FORECAST REVIEW FOR FREEZE-DRIED RAW PET FOOD BY GEOGRAPHIC REGION

- 12.1 Global Freeze-dried Raw Pet Food Market Size Forecast by Region
 - 12.1.1 Global Freeze-dried Raw Pet Food Forecast by Region (2027-2032)
 - 12.1.2 Global Freeze-dried Raw Pet Food Annual Revenue Forecast by Region (2027-2032)
- 12.2 Americas Forecast by Country (2027-2032)
- 12.3 APAC Forecast by Region (2027-2032)
- 12.4 Europe Forecast by Country (2027-2032)
- 12.5 Middle East & Africa Forecast by Country (2027-2032)
- 12.6 Global Freeze-dried Raw Pet Food Forecast by Type (2027-2032)
- 12.7 Global Freeze-dried Raw Pet Food Forecast by Sale Channel (2027-2032)

13 KEY PLAYERS ANALYSIS

- 13.1 Mars Petcare

- 13.1.1 Mars Petcare Company Information
- 13.1.2 Mars Petcare Freeze-dried Raw Pet Food Product Portfolios and Specifications
- 13.1.3 Mars Petcare Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.1.4 Mars Petcare Main Business Overview
- 13.1.5 Mars Petcare Latest Developments
- 13.2 Nestl? Purina PetCare
 - 13.2.1 Nestl? Purina PetCare Company Information
 - 13.2.2 Nestl? Purina PetCare Freeze-dried Raw Pet Food Product Portfolios and Specifications
 - 13.2.3 Nestl? Purina PetCare Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.2.4 Nestl? Purina PetCare Main Business Overview
 - 13.2.5 Nestl? Purina PetCare Latest Developments
- 13.3 Stella & Chewy?s
 - 13.3.1 Stella & Chewy?s Company Information
 - 13.3.2 Stella & Chewy?s Freeze-dried Raw Pet Food Product Portfolios and Specifications
 - 13.3.3 Stella & Chewy?s Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.3.4 Stella & Chewy?s Main Business Overview
 - 13.3.5 Stella & Chewy?s Latest Developments
- 13.4 Primal Pet Group
 - 13.4.1 Primal Pet Group Company Information
 - 13.4.2 Primal Pet Group Freeze-dried Raw Pet Food Product Portfolios and Specifications
 - 13.4.3 Primal Pet Group Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.4.4 Primal Pet Group Main Business Overview
 - 13.4.5 Primal Pet Group Latest Developments
- 13.5 Carnivore Meat Company
 - 13.5.1 Carnivore Meat Company Company Information
 - 13.5.2 Carnivore Meat Company Freeze-dried Raw Pet Food Product Portfolios and Specifications
 - 13.5.3 Carnivore Meat Company Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 Carnivore Meat Company Main Business Overview
 - 13.5.5 Carnivore Meat Company Latest Developments
- 13.6 Canature Processing Ltd.

- 13.6.1 Canature Processing Ltd. Company Information
- 13.6.2 Canature Processing Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications
- 13.6.3 Canature Processing Ltd. Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.6.4 Canature Processing Ltd. Main Business Overview
- 13.6.5 Canature Processing Ltd. Latest Developments
- 13.7 Muenster Milling Co.
 - 13.7.1 Muenster Milling Co. Company Information
 - 13.7.2 Muenster Milling Co. Freeze-dried Raw Pet Food Product Portfolios and Specifications
 - 13.7.3 Muenster Milling Co. Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.7.4 Muenster Milling Co. Main Business Overview
 - 13.7.5 Muenster Milling Co. Latest Developments
- 13.8 Morasch Meats
 - 13.8.1 Morasch Meats Company Information
 - 13.8.2 Morasch Meats Freeze-dried Raw Pet Food Product Portfolios and Specifications
 - 13.8.3 Morasch Meats Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.8.4 Morasch Meats Main Business Overview
 - 13.8.5 Morasch Meats Latest Developments
- 13.9 Natural Pet Food Group
 - 13.9.1 Natural Pet Food Group Company Information
 - 13.9.2 Natural Pet Food Group Freeze-dried Raw Pet Food Product Portfolios and Specifications
 - 13.9.3 Natural Pet Food Group Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.9.4 Natural Pet Food Group Main Business Overview
 - 13.9.5 Natural Pet Food Group Latest Developments
- 13.10 The New Zealand Natural Pet Food Co.
 - 13.10.1 The New Zealand Natural Pet Food Co. Company Information
 - 13.10.2 The New Zealand Natural Pet Food Co. Freeze-dried Raw Pet Food Product Portfolios and Specifications
 - 13.10.3 The New Zealand Natural Pet Food Co. Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.10.4 The New Zealand Natural Pet Food Co. Main Business Overview
 - 13.10.5 The New Zealand Natural Pet Food Co. Latest Developments

13.11 Wellness Pet Company

13.11.1 Wellness Pet Company Company Information

13.11.2 Wellness Pet Company Freeze-dried Raw Pet Food Product Portfolios and Specifications

13.11.3 Wellness Pet Company Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)

13.11.4 Wellness Pet Company Main Business Overview

13.11.5 Wellness Pet Company Latest Developments

13.12 BrightPet Nutrition Group

13.12.1 BrightPet Nutrition Group Company Information

13.12.2 BrightPet Nutrition Group Freeze-dried Raw Pet Food Product Portfolios and Specifications

13.12.3 BrightPet Nutrition Group Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)

13.12.4 BrightPet Nutrition Group Main Business Overview

13.12.5 BrightPet Nutrition Group Latest Developments

13.13 Instinct Pet Food

13.13.1 Instinct Pet Food Company Information

13.13.2 Instinct Pet Food Freeze-dried Raw Pet Food Product Portfolios and Specifications

13.13.3 Instinct Pet Food Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)

13.13.4 Instinct Pet Food Main Business Overview

13.13.5 Instinct Pet Food Latest Developments

13.14 Open Farm

13.14.1 Open Farm Company Information

13.14.2 Open Farm Freeze-dried Raw Pet Food Product Portfolios and Specifications

13.14.3 Open Farm Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)

13.14.4 Open Farm Main Business Overview

13.14.5 Open Farm Latest Developments

13.15 Nulo

13.15.1 Nulo Company Information

13.15.2 Nulo Freeze-dried Raw Pet Food Product Portfolios and Specifications

13.15.3 Nulo Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)

13.15.4 Nulo Main Business Overview

13.15.5 Nulo Latest Developments

13.16 China Pet Foods Co., Ltd.

- 13.16.1 China Pet Foods Co., Ltd. Company Information
- 13.16.2 China Pet Foods Co., Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications
- 13.16.3 China Pet Foods Co., Ltd. Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.16.4 China Pet Foods Co., Ltd. Main Business Overview
- 13.16.5 China Pet Foods Co., Ltd. Latest Developments
- 13.17 Gambol Pet Group Co., Ltd.
- 13.17.1 Gambol Pet Group Co., Ltd. Company Information
- 13.17.2 Gambol Pet Group Co., Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications
- 13.17.3 Gambol Pet Group Co., Ltd. Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.17.4 Gambol Pet Group Co., Ltd. Main Business Overview
- 13.17.5 Gambol Pet Group Co., Ltd. Latest Developments
- 13.18 Tianjin Ranova Petfood Co., Ltd.
- 13.18.1 Tianjin Ranova Petfood Co., Ltd. Company Information
- 13.18.2 Tianjin Ranova Petfood Co., Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications
- 13.18.3 Tianjin Ranova Petfood Co., Ltd. Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.18.4 Tianjin Ranova Petfood Co., Ltd. Main Business Overview
- 13.18.5 Tianjin Ranova Petfood Co., Ltd. Latest Developments
- 13.19 Shanghai Fubei Pet Products Co., Ltd.
- 13.19.1 Shanghai Fubei Pet Products Co., Ltd. Company Information
- 13.19.2 Shanghai Fubei Pet Products Co., Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications
- 13.19.3 Shanghai Fubei Pet Products Co., Ltd. Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.19.4 Shanghai Fubei Pet Products Co., Ltd. Main Business Overview
- 13.19.5 Shanghai Fubei Pet Products Co., Ltd. Latest Developments
- 13.20 Shandong Luscious Pet Food Co., Ltd.
- 13.20.1 Shandong Luscious Pet Food Co., Ltd. Company Information
- 13.20.2 Shandong Luscious Pet Food Co., Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications
- 13.20.3 Shandong Luscious Pet Food Co., Ltd. Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.20.4 Shandong Luscious Pet Food Co., Ltd. Main Business Overview
- 13.20.5 Shandong Luscious Pet Food Co., Ltd. Latest Developments

13.21 Shandong Saixi Pet Food Co., Ltd.

13.21.1 Shandong Saixi Pet Food Co., Ltd. Company Information

13.21.2 Shandong Saixi Pet Food Co., Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications

13.21.3 Shandong Saixi Pet Food Co., Ltd. Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)

13.21.4 Shandong Saixi Pet Food Co., Ltd. Main Business Overview

13.21.5 Shandong Saixi Pet Food Co., Ltd. Latest Developments

13.22 Mama Cook Co., Ltd.

13.22.1 Mama Cook Co., Ltd. Company Information

13.22.2 Mama Cook Co., Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications

13.22.3 Mama Cook Co., Ltd. Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)

13.22.4 Mama Cook Co., Ltd. Main Business Overview

13.22.5 Mama Cook Co., Ltd. Latest Developments

13.23 James & Ella

13.23.1 James & Ella Company Information

13.23.2 James & Ella Freeze-dried Raw Pet Food Product Portfolios and Specifications

13.23.3 James & Ella Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)

13.23.4 James & Ella Main Business Overview

13.23.5 James & Ella Latest Developments

13.24 COYA Pet

13.24.1 COYA Pet Company Information

13.24.2 COYA Pet Freeze-dried Raw Pet Food Product Portfolios and Specifications

13.24.3 COYA Pet Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)

13.24.4 COYA Pet Main Business Overview

13.24.5 COYA Pet Latest Developments

13.25 Frontier Pets

13.25.1 Frontier Pets Company Information

13.25.2 Frontier Pets Freeze-dried Raw Pet Food Product Portfolios and Specifications

13.25.3 Frontier Pets Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)

13.25.4 Frontier Pets Main Business Overview

13.25.5 Frontier Pets Latest Developments

13.26 Fresh Is Best

13.26.1 Fresh Is Best Company Information

13.26.2 Fresh Is Best Freeze-dried Raw Pet Food Product Portfolios and Specifications

13.26.3 Fresh Is Best Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)

13.26.4 Fresh Is Best Main Business Overview

13.26.5 Fresh Is Best Latest Developments

13.27 Purpose Pet Food

13.27.1 Purpose Pet Food Company Information

13.27.2 Purpose Pet Food Freeze-dried Raw Pet Food Product Portfolios and Specifications

13.27.3 Purpose Pet Food Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)

13.27.4 Purpose Pet Food Main Business Overview

13.27.5 Purpose Pet Food Latest Developments

13.28 Freeze Dry Australia

13.28.1 Freeze Dry Australia Company Information

13.28.2 Freeze Dry Australia Freeze-dried Raw Pet Food Product Portfolios and Specifications

13.28.3 Freeze Dry Australia Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)

13.28.4 Freeze Dry Australia Main Business Overview

13.28.5 Freeze Dry Australia Latest Developments

13.29 Laila and Me

13.29.1 Laila and Me Company Information

13.29.2 Laila and Me Freeze-dried Raw Pet Food Product Portfolios and Specifications

13.29.3 Laila and Me Freeze-dried Raw Pet Food Sales, Revenue, Price and Gross Margin (2021-2026)

13.29.4 Laila and Me Main Business Overview

13.29.5 Laila and Me Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Freeze-dried Raw Pet Food Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Freeze-dried Raw Pet Food Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Complete Freeze-dried Food

Table 4. Major Players of Freeze-dried Treats

Table 5. Major Players of Other Freeze-dried Pet Food

Table 6. Global Freeze-dried Raw Pet Food Sales by Type (2021-2026) & (Tons)

Table 7. Global Freeze-dried Raw Pet Food Sales Market Share by Type (2021-2026)

Table 8. Global Freeze-dried Raw Pet Food Revenue by Type (2021-2026) & (\$ million)

Table 9. Global Freeze-dried Raw Pet Food Revenue Market Share by Type (2021-2026)

Table 10. Global Freeze-dried Raw Pet Food Sale Price by Type (2021-2026) & (US\$/Ton)

Table 11. Major Players of Poultry-based

Table 12. Major Players of Red Meat-based

Table 13. Major Players of Fish & Seafood-based

Table 14. Major Players of Other

Table 15. Global Freeze-dried Raw Pet Food Sales by Protein Source (2021-2026) & (Tons)

Table 16. Global Freeze-dried Raw Pet Food Sales Market Share by Protein Source (2021-2026)

Table 17. Global Freeze-dried Raw Pet Food Revenue by Protein Source (2021-2026) & (\$ million)

Table 18. Global Freeze-dried Raw Pet Food Revenue Market Share by Protein Source (2021-2026)

Table 19. Global Freeze-dried Raw Pet Food Sale Price by Protein Source (2021-2026) & (US\$/Ton)

Table 20. Major Players of Dog

Table 21. Major Players of Cat

Table 22. Major Players of Dog & Cat Dual-use

Table 23. Major Players of Other Companion Animals

Table 24. Global Freeze-dried Raw Pet Food Sales by Pet Type (2021-2026) & (Tons)

Table 25. Global Freeze-dried Raw Pet Food Sales Market Share by Pet Type (2021-2026)

Table 26. Global Freeze-dried Raw Pet Food Revenue by Pet Type (2021-2026) & (\$ million)

Table 27. Global Freeze-dried Raw Pet Food Revenue Market Share by Pet Type (2021-2026)

Table 28. Global Freeze-dried Raw Pet Food Sale Price by Pet Type (2021-2026) & (US\$/Ton)

Table 29. Global Freeze-dried Raw Pet Food Sale by Sale Channel (2021-2026) & (Tons)

Table 30. Global Freeze-dried Raw Pet Food Sale Market Share by Sale Channel (2021-2026)

Table 31. Global Freeze-dried Raw Pet Food Revenue by Sale Channel (2021-2026) & (\$ million)

Table 32. Global Freeze-dried Raw Pet Food Revenue Market Share by Sale Channel (2021-2026)

Table 33. Global Freeze-dried Raw Pet Food Sale Price by Sale Channel (2021-2026) & (US\$/Ton)

Table 34. Global Freeze-dried Raw Pet Food Sales by Company (2021-2026) & (Tons)

Table 35. Global Freeze-dried Raw Pet Food Sales Market Share by Company (2021-2026)

Table 36. Global Freeze-dried Raw Pet Food Revenue by Company (2021-2026) & (\$ millions)

Table 37. Global Freeze-dried Raw Pet Food Revenue Market Share by Company (2021-2026)

Table 38. Global Freeze-dried Raw Pet Food Sale Price by Company (2021-2026) & (US\$/Ton)

Table 39. Key Manufacturers Freeze-dried Raw Pet Food Producing Area Distribution and Sales Area

Table 40. Players Freeze-dried Raw Pet Food Products Offered

Table 41. Freeze-dried Raw Pet Food Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 42. New Products and Potential Entrants

Table 43. Market M&A Activity & Strategy

Table 44. Global Freeze-dried Raw Pet Food Sales by Geographic Region (2021-2026) & (Tons)

Table 45. Global Freeze-dried Raw Pet Food Sales Market Share Geographic Region (2021-2026)

Table 46. Global Freeze-dried Raw Pet Food Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 47. Global Freeze-dried Raw Pet Food Revenue Market Share by Geographic

Region (2021-2026)

Table 48. Global Freeze-dried Raw Pet Food Sales by Country/Region (2021-2026) & (Tons)

Table 49. Global Freeze-dried Raw Pet Food Sales Market Share by Country/Region (2021-2026)

Table 50. Global Freeze-dried Raw Pet Food Revenue by Country/Region (2021-2026) & (\$ millions)

Table 51. Global Freeze-dried Raw Pet Food Revenue Market Share by Country/Region (2021-2026)

Table 52. Americas Freeze-dried Raw Pet Food Sales by Country (2021-2026) & (Tons)

Table 53. Americas Freeze-dried Raw Pet Food Sales Market Share by Country (2021-2026)

Table 54. Americas Freeze-dried Raw Pet Food Revenue by Country (2021-2026) & (\$ millions)

Table 55. Americas Freeze-dried Raw Pet Food Sales by Type (2021-2026) & (Tons)

Table 56. Americas Freeze-dried Raw Pet Food Sales by Sale Channel (2021-2026) & (Tons)

Table 57. APAC Freeze-dried Raw Pet Food Sales by Region (2021-2026) & (Tons)

Table 58. APAC Freeze-dried Raw Pet Food Sales Market Share by Region (2021-2026)

Table 59. APAC Freeze-dried Raw Pet Food Revenue by Region (2021-2026) & (\$ millions)

Table 60. APAC Freeze-dried Raw Pet Food Sales by Type (2021-2026) & (Tons)

Table 61. APAC Freeze-dried Raw Pet Food Sales by Sale Channel (2021-2026) & (Tons)

Table 62. Europe Freeze-dried Raw Pet Food Sales by Country (2021-2026) & (Tons)

Table 63. Europe Freeze-dried Raw Pet Food Revenue by Country (2021-2026) & (\$ millions)

Table 64. Europe Freeze-dried Raw Pet Food Sales by Type (2021-2026) & (Tons)

Table 65. Europe Freeze-dried Raw Pet Food Sales by Sale Channel (2021-2026) & (Tons)

Table 66. Middle East & Africa Freeze-dried Raw Pet Food Sales by Country (2021-2026) & (Tons)

Table 67. Middle East & Africa Freeze-dried Raw Pet Food Revenue Market Share by Country (2021-2026)

Table 68. Middle East & Africa Freeze-dried Raw Pet Food Sales by Type (2021-2026) & (Tons)

Table 69. Middle East & Africa Freeze-dried Raw Pet Food Sales by Sale Channel (2021-2026) & (Tons)

Table 70. Key Market Drivers & Growth Opportunities of Freeze-dried Raw Pet Food

Table 71. Key Market Challenges & Risks of Freeze-dried Raw Pet Food

Table 72. Key Industry Trends of Freeze-dried Raw Pet Food

Table 73. Freeze-dried Raw Pet Food Raw Material

Table 74. Key Suppliers of Raw Materials

Table 75. Freeze-dried Raw Pet Food Distributors List

Table 76. Freeze-dried Raw Pet Food Customer List

Table 77. Global Freeze-dried Raw Pet Food Sales Forecast by Region (2027-2032) & (Tons)

Table 78. Global Freeze-dried Raw Pet Food Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 79. Americas Freeze-dried Raw Pet Food Sales Forecast by Country (2027-2032) & (Tons)

Table 80. Americas Freeze-dried Raw Pet Food Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 81. APAC Freeze-dried Raw Pet Food Sales Forecast by Region (2027-2032) & (Tons)

Table 82. APAC Freeze-dried Raw Pet Food Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 83. Europe Freeze-dried Raw Pet Food Sales Forecast by Country (2027-2032) & (Tons)

Table 84. Europe Freeze-dried Raw Pet Food Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 85. Middle East & Africa Freeze-dried Raw Pet Food Sales Forecast by Country (2027-2032) & (Tons)

Table 86. Middle East & Africa Freeze-dried Raw Pet Food Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 87. Global Freeze-dried Raw Pet Food Sales Forecast by Type (2027-2032) & (Tons)

Table 88. Global Freeze-dried Raw Pet Food Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 89. Global Freeze-dried Raw Pet Food Sales Forecast by Sale Channel (2027-2032) & (Tons)

Table 90. Global Freeze-dried Raw Pet Food Revenue Forecast by Sale Channel (2027-2032) & (\$ millions)

Table 91. Mars Petcare Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 92. Mars Petcare Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 93. Mars Petcare Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 94. Mars Petcare Main Business

Table 95. Mars Petcare Latest Developments

Table 96. Nestl? Purina PetCare Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 97. Nestl? Purina PetCare Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 98. Nestl? Purina PetCare Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 99. Nestl? Purina PetCare Main Business

Table 100. Nestl? Purina PetCare Latest Developments

Table 101. Stella & Chewy?s Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 102. Stella & Chewy?s Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 103. Stella & Chewy?s Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 104. Stella & Chewy?s Main Business

Table 105. Stella & Chewy?s Latest Developments

Table 106. Primal Pet Group Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 107. Primal Pet Group Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 108. Primal Pet Group Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 109. Primal Pet Group Main Business

Table 110. Primal Pet Group Latest Developments

Table 111. Carnivore Meat Company Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 112. Carnivore Meat Company Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 113. Carnivore Meat Company Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 114. Carnivore Meat Company Main Business

Table 115. Carnivore Meat Company Latest Developments

Table 116. Canature Processing Ltd. Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 117. Canature Processing Ltd. Freeze-dried Raw Pet Food Product Portfolios and

Specifications

Table 118. Canature Processing Ltd. Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 119. Canature Processing Ltd. Main Business

Table 120. Canature Processing Ltd. Latest Developments

Table 121. Muenster Milling Co. Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 122. Muenster Milling Co. Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 123. Muenster Milling Co. Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 124. Muenster Milling Co. Main Business

Table 125. Muenster Milling Co. Latest Developments

Table 126. Morasch Meats Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 127. Morasch Meats Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 128. Morasch Meats Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 129. Morasch Meats Main Business

Table 130. Morasch Meats Latest Developments

Table 131. Natural Pet Food Group Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 132. Natural Pet Food Group Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 133. Natural Pet Food Group Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 134. Natural Pet Food Group Main Business

Table 135. Natural Pet Food Group Latest Developments

Table 136. The New Zealand Natural Pet Food Co. Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 137. The New Zealand Natural Pet Food Co. Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 138. The New Zealand Natural Pet Food Co. Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 139. The New Zealand Natural Pet Food Co. Main Business

Table 140. The New Zealand Natural Pet Food Co. Latest Developments

Table 141. Wellness Pet Company Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 142. Wellness Pet Company Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 143. Wellness Pet Company Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 144. Wellness Pet Company Main Business

Table 145. Wellness Pet Company Latest Developments

Table 146. BrightPet Nutrition Group Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 147. BrightPet Nutrition Group Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 148. BrightPet Nutrition Group Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 149. BrightPet Nutrition Group Main Business

Table 150. BrightPet Nutrition Group Latest Developments

Table 151. Instinct Pet Food Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 152. Instinct Pet Food Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 153. Instinct Pet Food Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 154. Instinct Pet Food Main Business

Table 155. Instinct Pet Food Latest Developments

Table 156. Open Farm Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 157. Open Farm Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 158. Open Farm Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 159. Open Farm Main Business

Table 160. Open Farm Latest Developments

Table 161. Nulo Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 162. Nulo Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 163. Nulo Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 164. Nulo Main Business

Table 165. Nulo Latest Developments

Table 166. China Pet Foods Co., Ltd. Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 167. China Pet Foods Co., Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 168. China Pet Foods Co., Ltd. Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 169. China Pet Foods Co., Ltd. Main Business

Table 170. China Pet Foods Co., Ltd. Latest Developments

Table 171. Gambol Pet Group Co., Ltd. Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 172. Gambol Pet Group Co., Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 173. Gambol Pet Group Co., Ltd. Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 174. Gambol Pet Group Co., Ltd. Main Business

Table 175. Gambol Pet Group Co., Ltd. Latest Developments

Table 176. Tianjin Ranova Petfood Co., Ltd. Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 177. Tianjin Ranova Petfood Co., Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 178. Tianjin Ranova Petfood Co., Ltd. Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 179. Tianjin Ranova Petfood Co., Ltd. Main Business

Table 180. Tianjin Ranova Petfood Co., Ltd. Latest Developments

Table 181. Shanghai Fubei Pet Products Co., Ltd. Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 182. Shanghai Fubei Pet Products Co., Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 183. Shanghai Fubei Pet Products Co., Ltd. Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 184. Shanghai Fubei Pet Products Co., Ltd. Main Business

Table 185. Shanghai Fubei Pet Products Co., Ltd. Latest Developments

Table 186. Shandong Luscious Pet Food Co., Ltd. Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 187. Shandong Luscious Pet Food Co., Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 188. Shandong Luscious Pet Food Co., Ltd. Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 189. Shandong Luscious Pet Food Co., Ltd. Main Business

Table 190. Shandong Luscious Pet Food Co., Ltd. Latest Developments

Table 191. Shandong Saixi Pet Food Co., Ltd. Basic Information, Freeze-dried Raw Pet

Food Manufacturing Base, Sales Area and Its Competitors

Table 192. Shandong Saixi Pet Food Co., Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 193. Shandong Saixi Pet Food Co., Ltd. Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 194. Shandong Saixi Pet Food Co., Ltd. Main Business

Table 195. Shandong Saixi Pet Food Co., Ltd. Latest Developments

Table 196. Mama Cook Co., Ltd. Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 197. Mama Cook Co., Ltd. Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 198. Mama Cook Co., Ltd. Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 199. Mama Cook Co., Ltd. Main Business

Table 200. Mama Cook Co., Ltd. Latest Developments

Table 201. James & Ella Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 202. James & Ella Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 203. James & Ella Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 204. James & Ella Main Business

Table 205. James & Ella Latest Developments

Table 206. COYA Pet Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 207. COYA Pet Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 208. COYA Pet Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 209. COYA Pet Main Business

Table 210. COYA Pet Latest Developments

Table 211. Frontier Pets Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 212. Frontier Pets Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 213. Frontier Pets Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 214. Frontier Pets Main Business

Table 215. Frontier Pets Latest Developments

Table 216. Fresh Is Best Basic Information, Freeze-dried Raw Pet Food Manufacturing

Base, Sales Area and Its Competitors

Table 217. Fresh Is Best Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 218. Fresh Is Best Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 219. Fresh Is Best Main Business

Table 220. Fresh Is Best Latest Developments

Table 221. Purpose Pet Food Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 222. Purpose Pet Food Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 223. Purpose Pet Food Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 224. Purpose Pet Food Main Business

Table 225. Purpose Pet Food Latest Developments

Table 226. Freeze Dry Australia Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 227. Freeze Dry Australia Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 228. Freeze Dry Australia Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 229. Freeze Dry Australia Main Business

Table 230. Freeze Dry Australia Latest Developments

Table 231. Laila and Me Basic Information, Freeze-dried Raw Pet Food Manufacturing Base, Sales Area and Its Competitors

Table 232. Laila and Me Freeze-dried Raw Pet Food Product Portfolios and Specifications

Table 233. Laila and Me Freeze-dried Raw Pet Food Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 234. Laila and Me Main Business

Table 235. Laila and Me Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Freeze-dried Raw Pet Food
- Figure 2. Freeze-dried Raw Pet Food Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Freeze-dried Raw Pet Food Sales Growth Rate 2021-2032 (Tons)
- Figure 7. Global Freeze-dried Raw Pet Food Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Freeze-dried Raw Pet Food Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Freeze-dried Raw Pet Food Sales Market Share by Country/Region (2025)
- Figure 10. Freeze-dried Raw Pet Food Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Complete Freeze-dried Food
- Figure 12. Product Picture of Freeze-dried Treats
- Figure 13. Product Picture of Other Freeze-dried Pet Food
- Figure 14. Global Freeze-dried Raw Pet Food Sales Market Share by Type in 2026
- Figure 15. Global Freeze-dried Raw Pet Food Revenue Market Share by Type (2021-2026)
- Figure 16. Product Picture of Poultry-based
- Figure 17. Product Picture of Red Meat-based
- Figure 18. Product Picture of Fish & Seafood-based
- Figure 19. Product Picture of Other
- Figure 20. Global Freeze-dried Raw Pet Food Sales Market Share by Protein Source in 2026
- Figure 21. Global Freeze-dried Raw Pet Food Revenue Market Share by Protein Source (2021-2026)
- Figure 22. Product Picture of Dog
- Figure 23. Product Picture of Cat
- Figure 24. Product Picture of Dog & Cat Dual-use
- Figure 25. Product Picture of Other Companion Animals
- Figure 26. Global Freeze-dried Raw Pet Food Sales Market Share by Pet Type in 2026
- Figure 27. Global Freeze-dried Raw Pet Food Revenue Market Share by Pet Type (2021-2026)
- Figure 28. Freeze-dried Raw Pet Food Consumed in Online Sales

Figure 29. Global Freeze-dried Raw Pet Food Market: Online Sales (2021-2026) & (Tons)

Figure 30. Freeze-dried Raw Pet Food Consumed in Offline Sales

Figure 31. Global Freeze-dried Raw Pet Food Market: Offline Sales (2021-2026) & (Tons)

Figure 32. Global Freeze-dried Raw Pet Food Sale Market Share by Sale Channel (2025)

Figure 33. Global Freeze-dried Raw Pet Food Revenue Market Share by Sale Channel in 2025

Figure 34. Freeze-dried Raw Pet Food Sales by Company in 2025 (Tons)

Figure 35. Global Freeze-dried Raw Pet Food Sales Market Share by Company in 2025

Figure 36. Freeze-dried Raw Pet Food Revenue by Company in 2025 (\$ millions)

Figure 37. Global Freeze-dried Raw Pet Food Revenue Market Share by Company in 2025

Figure 38. Global Freeze-dried Raw Pet Food Sales Market Share by Geographic Region (2021-2026)

Figure 39. Global Freeze-dried Raw Pet Food Revenue Market Share by Geographic Region in 2025

Figure 40. Americas Freeze-dried Raw Pet Food Sales 2021-2026 (Tons)

Figure 41. Americas Freeze-dried Raw Pet Food Revenue 2021-2026 (\$ millions)

Figure 42. APAC Freeze-dried Raw Pet Food Sales 2021-2026 (Tons)

Figure 43. APAC Freeze-dried Raw Pet Food Revenue 2021-2026 (\$ millions)

Figure 44. Europe Freeze-dried Raw Pet Food Sales 2021-2026 (Tons)

Figure 45. Europe Freeze-dried Raw Pet Food Revenue 2021-2026 (\$ millions)

Figure 46. Middle East & Africa Freeze-dried Raw Pet Food Sales 2021-2026 (Tons)

Figure 47. Middle East & Africa Freeze-dried Raw Pet Food Revenue 2021-2026 (\$ millions)

Figure 48. Americas Freeze-dried Raw Pet Food Sales Market Share by Country in 2025

Figure 49. Americas Freeze-dried Raw Pet Food Revenue Market Share by Country (2021-2026)

Figure 50. Americas Freeze-dried Raw Pet Food Sales Market Share by Type (2021-2026)

Figure 51. Americas Freeze-dried Raw Pet Food Sales Market Share by Sale Channel (2021-2026)

Figure 52. United States Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 53. Canada Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 54. Mexico Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 55. Brazil Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 56. APAC Freeze-dried Raw Pet Food Sales Market Share by Region in 2025

Figure 57. APAC Freeze-dried Raw Pet Food Revenue Market Share by Region (2021-2026)

Figure 58. APAC Freeze-dried Raw Pet Food Sales Market Share by Type (2021-2026)

Figure 59. APAC Freeze-dried Raw Pet Food Sales Market Share by Sale Channel (2021-2026)

Figure 60. China Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 61. Japan Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 62. South Korea Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 63. Southeast Asia Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 64. India Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 65. Australia Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 66. China Taiwan Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 67. Europe Freeze-dried Raw Pet Food Sales Market Share by Country in 2025

Figure 68. Europe Freeze-dried Raw Pet Food Revenue Market Share by Country (2021-2026)

Figure 69. Europe Freeze-dried Raw Pet Food Sales Market Share by Type (2021-2026)

Figure 70. Europe Freeze-dried Raw Pet Food Sales Market Share by Sale Channel (2021-2026)

Figure 71. Germany Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 72. France Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 73. UK Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 74. Italy Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 75. Russia Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 76. Middle East & Africa Freeze-dried Raw Pet Food Sales Market Share by Country (2021-2026)

Figure 77. Middle East & Africa Freeze-dried Raw Pet Food Sales Market Share by Type (2021-2026)

Figure 78. Middle East & Africa Freeze-dried Raw Pet Food Sales Market Share by Sale Channel (2021-2026)

Figure 79. Egypt Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 80. South Africa Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$

millions)

Figure 81. Israel Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 82. Turkey Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 83. GCC Countries Freeze-dried Raw Pet Food Revenue Growth 2021-2026 (\$ millions)

Figure 84. Manufacturing Cost Structure Analysis of Freeze-dried Raw Pet Food in 2026

Figure 85. Manufacturing Process Analysis of Freeze-dried Raw Pet Food

Figure 86. Industry Chain Structure of Freeze-dried Raw Pet Food

Figure 87. Channels of Distribution

Figure 88. Global Freeze-dried Raw Pet Food Sales Market Forecast by Region (2027-2032)

Figure 89. Global Freeze-dried Raw Pet Food Revenue Market Share Forecast by Region (2027-2032)

Figure 90. Global Freeze-dried Raw Pet Food Sales Market Share Forecast by Type (2027-2032)

Figure 91. Global Freeze-dried Raw Pet Food Revenue Market Share Forecast by Type (2027-2032)

Figure 92. Global Freeze-dried Raw Pet Food Sales Market Share Forecast by Sale Channel (2027-2032)

Figure 93. Global Freeze-dried Raw Pet Food Revenue Market Share Forecast by Sale Channel (2027-2032)

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