

Global Nutrition-tailored Pet Food Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Nutrition-tailored Pet Food market size is predicted to grow from US\$ 63618 million in 2025 to US\$ 99750 million in 2032; it is expected to grow at a CAGR of 6.7% from 2026 to 2032.

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

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

The industry is in the early stages of rapid growth, driven primarily by the "humanization

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

United States market for Nutrition-tailored Pet Food is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Nutrition-tailored Pet Food is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Nutrition-tailored Pet Food is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Nutrition-tailored Pet Food players cover The Farmer's, The Pets Table, BOM BOM Pet Food, Just Russel, Just Food For Dogs, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

This Insight Report provides a comprehensive analysis of the global Nutrition-tailored 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 analyses the strategies of leading global companies with a focus on Nutrition-tailored Pet Food portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Nutrition-tailored Pet Food market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Nutrition-tailored Pet Food and breaks down the forecast

by Type, by Application, 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 Nutrition-tailored Pet Food.

This report presents a comprehensive overview, market shares, and growth opportunities of Nutrition-tailored Pet Food market by product type, application, key players and key regions and countries.

Segmentation by Type:

Dry Food

Wet Food

Others

Segmentation by Business Models:

DTC Subscription

One-off Customized Sales

Segmentation by Customization Channels:

Online Customization

Offline Customization

Segmentation by Application:

Dogs

Cats

Others

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 analyzing the company's coverage, product portfolio, its market penetration.

The Farmer's

The Pets Table

BOM BOM Pet Food

Just Russel

Just Food For Dogs

Spot & Tango

Barkyn

Butternut Box

Different Dog

Pure Pet Food

Ollie

Nom Nom

PetPlate

Activa

Cola's Kitchen

Tails

KatKin

Inuneko Omakase

Afei & Badi

Crazy Dog

Myfoodie

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