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Direct to Consumer (DTC) Pet Food Market by Type (Meal [Standard, Customized], Treats, Supplements), Pet Type (Dogs, Cats), Health Condition (Nutrition), Distribution Channel (Online, Offline), and Geography - Global Forecasts to 2028

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Abstracts

Direct to Consumer Pet Food Market by Type (Meal [Standard, Customized], Treats, Supplements), Pet Type (Dogs, Cats), Health Condition (Nutrition), Distribution Channel (Online, Offline), and Geography — Global Forecasts to 2028

The research report titled 'Direct to Consumer Pet Food Market by Type (Meal [Standard, Customized], Treats, Supplements), Pet Type (Dogs, Cats), Health Condition (Nutrition), Distribution Channel (Online, Offline), and Geography — Global Forecasts to 2028', provides an in-depth analysis of the direct-to-consumer pet food market across five major geographies emphasizing on the current market trends, market sizes, recent developments, and forecasts till 2028.

The direct-to-consumer pet food market is expected to grow at a CAGR of 25.2% from 2021–2028 to reach $8.16 billion by 2028.

After extensive secondary and primary research and an in-depth analysis of the market scenario, this report conducts the impact analysis of the key industry drivers, restraints, opportunities, and challenges. This market is characterized by diversified operations, which offer healthy products for pets, mainly due to rising pet health-consciousness and preference for online purchasing amongst consumers.

The growth projections of this market are mainly attributed to factors, such as the rising pet population coupled with increasing pet food expenditure, growing incidences of

zoonotic diseases in pets, rising demand for premium pet food products, the increasing number of pet D2C brands and start-ups, and growing consumer preference for online shopping.

In addition, the rise in e-commerce, the humanization of pets, the increasing demand for nutritious pet food, and the willingness of consumers to pay a considerable sum of money for premium pet products further support the growth of the direct-to-consumer pet food market.

Furthermore, the usage of cannabis in pet food is expected to create lucrative growth opportunities for this market. However, the quality issues in pet food products and product recalls are expected to hinder the growth of this market to a notable extent.

Based on type, the direct-to-consumer pet food market is segmented into meal, treats, and supplements. The meal segment dominated the direct-to-consumer pet food market in 2021. The dominant position of this segment is attributed to the rising awareness about pet health, increased spending on premium meals, and the growing demand for customized meals.

The meal segment is divided into standardized meal and customized meal. The customized meal segment is expected to register the highest CAGR during the forecast period of 2021–2028. Customized meals help monitor pet eating patterns, avoid susceptible allergens in food; address health conditions, such as dry skin, obesity, and loose stools; and enable doorstep delivery, contributing to the high growth rate of this segment.

The standardized and customized meals segments are further sub-segmented into dry and wet meals. In 2021, the dry meal segment accounted for the larger share of the standardized and customized meals market. The large market share of this segment is attributed to its increased shelf life, low cost, ease of handling, and reduced risks of plaque & tartar buildup.

Based on pet type, the direct-to-consumer pet food market is segmented into dogs, cats, and other pets. The dogs segment is expected to register the highest growth rate during the forecast period. The high growth rate of this market is attributed to the rising number of dog adoptions, growing demand for high-quality dog food products, and the humanization of dogs.

Based on health condition, the direct-to-consumer pet food market is segmented into

nutrition, digestive health, heart health, allergies, dental health, skin problems, stress, joint health, and other health conditions. The nutrition segment accounted for the largest share of the direct-to-consumer pet food market in 2021. The large market share of this segment is attributed to the increasing expansion of premium pet food brands and the rising awareness of pet owners towards the preferences and health conditions of their pets

Based on distribution channels, the direct-to-consumer pet food market is segmented into online and offline. The online segment is expected to grow at the highest CAGR during the forecast period. The high growth rate of this segment is attributed to the growing preference for personalization, consumer convenience, availability of greater discounts compared to offline stores, and greater product selection experience.

An in-depth geographic analysis of the industry provides detailed qualitative and quantitative insights into the five major geographies (North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa) and the coverage of major countries in each region.

North America is expected to register the highest CAGR during the forecast period of 2021–2028. The high growth rate of this region is attributed to the rising number of millennials as pet owners, the availability of a wide range of customized pet food in the region, growing focus on the health of & the diets of pets, and the presence of major players in North America.

Key Players

The key players operating in the direct-to-consumer pet food market are Nestl? S.A. (Switzerland), General Mills, Inc. (U.S.), Mars, Incorporated (U.S.), Hill's Pet Nutrition, Inc. (Part of Colgate-Palmolive Company) (U.S.), The J.M. Smucker Company (U.S.), Diamond Pet Foods, Inc. (Part of Schell & Kampeter, Inc.) (U.S.), Heristo Aktiengesellschaft (Germany), Simmon Pet Food, Inc. (U.S.), WellPet, LLC (U.S.), The Farmers Dog, Inc. (U.S.), Jinx, Inc. (U.S.), JustFoodForDogs, LLC (U.S.), Ollie Pets Inc. (U.S.), Farmina Pet Foods Holding B.V. (Netherlands), and NomNomNow, Inc. (Philippines).

Key questions answered in the report:

> What is the current revenue value generated by the direct-to-consumer pet food market?

At what rate is the demand for direct-to-consumer pet food projected to grow for the next 5–7 years?

What is the historical market size and growth rate for the direct-to-consumer pet food market?

What are the major factors impacting the growth of this market at the global and regional levels? What are the major opportunities for existing players and new entrants in the market?

What impacts does the current COVID-19 pandemic have on the direct-to-consumer pet food market?

Which segments in terms of type, pet type, health condition, and distribution channel create major traction for the manufacturers in this market?

What are the key geographical trends in this market? Which regions/countries are expected to offer significant growth opportunities for the manufacturers operating in the direct-to-consumer pet food market?

Who are the major players in the direct-to-consumer pet food market? What are their specific product offerings in this market?

What recent developments have taken place in the direct-to-consumer pet food market? What impacts have these strategic developments made on the market?

Scope of the report:

Direct-to-Consumer Pet Food Market, by Type

- Meal
  - Meal Market by Category
    - Standard Meal (Dry and Wet)
    - Customized Meal (Dry and Wet)

Treats

Standard Treats

Dental Chews

Standard Chews

Supplements

Direct-to-Consumer Pet Food Market, by Pet Type

Dogs

Cats

Other Pets

Direct-to-Consumer Pet Food Market, by Health Condition

Nutrition

Digestive Health

Heart Health

Allergies

Dental Health

Skin Problems

Stress

Joint Health

Other Health Conditions

Direct-to-Consumer Pet Food Market, by Distribution Channel

Online

Offline

Direct-to-Consumer Pet Food Market, by Geography

North America

U.S.

Canada

Europe

U.K.

Germany

France

Russia

Italy

Spain

Rest of Europe

Asia-Pacific

Japan

Australia

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China

India

Rest of Asia-Pacific

Latin America

Brazil

Argentina

Rest of Latin America

Middle East & Africa

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Contents

1. INTRODUCTION

1.1. Market Definition
1.2. Market Ecosystem
1.3. Currency
1.4. Key Stakeholders

2. RESEARCH METHODOLOGY

2.1. Research Process
2.2. Data Collection & Validation
  2.2.1. Secondary Research
  2.2.2. Primary Research
2.3. Market Assessment
  2.3.1. Market Size Estimation
  2.3.2. Bottom-Up Approach
  2.3.3. Top-Down Approach
  2.3.4. Growth Forecast
2.4. Assumptions for the Study
2.5. Limitations for the Study

3. EXECUTIVE SUMMARY

3.1. Introduction
3.2. Segment Analysis
  3.2.1. Type Segment Analysis
  3.2.2. Pet Meal Segment Analysis
  3.2.3. Pet Type Segment Analysis
  3.2.4. Health Condition Segment Analysis
  3.2.5. Distribution Channel Segment Analysis
3.3. Regional Analysis
3.4. Key Players

4. MARKET INSIGHTS

4.1. Introduction
4.2. Drivers

4.2.1. Rising Pet Population and Food Expenditure
4.2.2. Growing Incidences of Zoonotic Diseases
4.2.3. Rising Demand for Premium Pet Food Products
4.2.4. Rising Number of Pet DTC Brands
4.2.5. Rise in E-Commerce
4.3. Restraints
4.3.1. Quality Issues Related to Pet Food Products and Product Recalls
4.4. Opportunities
4.4.1. Use of Cannabis in Pet Food
4.5. Trends
4.5.1. Rising Demand for Customized Pet Food
4.5.2. Humanization of Pets
4.6. Impact of Covid-19 On the Direct-to-Consumer Pet Food Market

5. DIRECT-TO-CONSUMER PET FOOD MARKET, BY TYPE

5.1. Introduction
5.2. Meal
5.2.1. Pet Meal Market, by Category
5.2.1.1. Standard Meal
5.2.1.2. Customized Meal
5.2.2. Pet Meal Market, by Form
5.2.2.1. Dry Meal
5.2.2.2. Wet Meal
5.3. Treats
5.3.1. Standard Treats
5.3.2. Dental Chews
5.3.3. Standard Chews
5.4. Supplements

6. DIRECT-TO-CONSUMER PET FOOD MARKET, BY PET TYPE

6.1. Introduction
6.2. Dogs
6.3. Cats
6.4. Other Pets

7. DIRECT-TO-CONSUMER PET FOOD MARKET, BY HEALTH CONDITION

7.1. Introduction
7.2. Nutritional Conditions
7.3. Digestive Health
7.4. Heart Health
7.5. Allergies
7.6. Dental Health
7.7. Skin Problems
7.8. Stress
7.9. Joint Health
7.10. Other Health Conditions

8. DIRECT-TO-CONSUMER PET FOOD MARKET, BY DISTRIBUTION CHANNEL

8.1. Introduction
8.2. Online Distribution Channels
8.3. Offline Distribution Channels

9. DIRECT-TO-CONSUMER PET FOOD MARKET, BY GEOGRAPHY

9.1. Introduction
9.2. North America
  9.2.1. U.S.
  9.2.2. Canada
9.3. Europe
  9.3.1. U.K
  9.3.2. Germany
  9.3.3. France
  9.3.4. Italy
  9.3.5. Spain
  9.3.6. Russia
  9.3.7. Rest of Europe (ROE)
9.4. Asia-Pacific
  9.4.1. Japan
  9.4.2. Australia
  9.4.3. China
  9.4.4. India
  9.4.5. Rest of Asia-Pacific (ROAPAC)
9.5. Latin America
  9.5.1. Brazil

9.5.2. Argentina
9.5.3. Rest of Latin America (ROLATAM)
9.6. Middle East and Africa

10. COMPETITIVE LANDSCAPE

10.1. Introduction
10.2. Competitive Benchmarking, by Type

11. COMPANY PROFILES (BUSINESS OVERVIEW, FINANCIAL OVERVIEW, PRODUCT PORTFOLIO, AND STRATEGIC DEVELOPMENTS)

11.1. Nestl? S.A.
11.2. General Mills, Inc.
11.3. Mars, Incorporated
11.4. Hill's Pet Nutrition, Inc. (Part of Colgate-Palmolive Company)
11.5. The J. M. Smucker Company
11.6. Diamond Pet Food, Inc. (Part of Schell & Kampeter, Inc.)
11.7. Heristo Aktiengesellschaft
11.8. Simmons Pet Food, Inc.
11.9. Wellpet LLC.
11.10. The Farmer’s Dog, Inc.
11.11. Jinx, Inc.
11.12. JustFoodForDogs LLC
11.13. Ollie Pets, Inc.
11.14. Farmina Pet Foods Holding B.V.
11.15. NomNomNow, Inc.

12. APPENDIX

12.1. Questionnaire
12.2. Available Customization

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List Of Tables

LIST OF TABLES

Table 1 Global Direct-to-Consumer Pet Food Market Drivers: Impact Analysis (2021–2028)
Table 2 U.S.: Pet Industry Spending Breakdown, 2020-2021
Table 3 U.S.: Diabetes Prevalence in Companion Animals (2015-2018)
Table 4 Global Direct-to-Consumer Pet Food Market Restraints: Impact Analysis (2021–2028)
Table 5 List of Pet Food Product Recalls in 2020–2021
Table 6 Global Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 7 Direct-to-Consumer Pet Meal Market Size, by Country/Region, 2019–2028 (USD Million)
Table 8 Global Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 9 Direct-to-Consumer Standard Pet Meal Market Size, by Country/Region, 2019–2028 (USD Million)
Table 10 Direct-to-Consumer Customized Pet Meal Market Size, by Country/Region, 2019–2028 (USD Million)
Table 11 Global Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 12 Direct-to-Consumer Dry Pet Meal Market Size, by Country/Region, 2019–2028 (USD Million)
Table 13 Direct-to-Consumer Wet Pet Meal Market Size, by Country/Region, 2019–2028 (USD Million)
Table 14 Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 15 Direct-to-Consumer Pet Treats Market Size, by Country/Region, 2019–2028 (USD Million)
Table 16 Direct-to-Consumer Pet Standard Treats Market Size, by Country/Region, 2019–2028 (USD Million)
Table 17 Direct-to-Consumer Dental Pet Chews Market Size For, by Country/Region, 2019–2028 (USD Million)
Table 18 Direct-to-Consumer Standard Pet Chews Market Size For, by Country/Region, 2019–2028 (USD Million)
Table 19 Direct-to-Consumer Pet Supplements Market Size, by Country/Region, 2019–2028 (USD Million)

Table 20 Global Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 21 Direct-to-Consumer Pet Food Market Size for Dogs, by Country/Region, 2019–2028 (USD Million)
Table 22 Direct-to-Consumer Pet Food Market Size for Cats, by Country/Region, 2019–2028 (USD Million)
Table 23 Direct-to-Consumer Pet Food Market Size for Other Pets, by Country/Region, 2019–2028 (USD Million)
Table 24 Global Direct-to-Consumer Pet Food Market Size by Health Condition, 2019–2028 (USD Million)
Table 25 Direct-to-Consumer Pet Food Market Size for Nutritional Conditions, by Country/Region, 2019–2028 (USD Million)
Table 26 Direct-to-Consumer Pet Food Market Size for Digestive Health, by Country/Region, 2019–2028 (USD Million)
Table 27 Direct-to-Consumer Pet Food Market Size for Heart Health, by Country/Region, 2019–2028 (USD Million)
Table 28 Direct-to-Consumer Pet Food Market Size for Allergies, by Country/Region, 2019–2028 (USD Million)
Table 29 Direct-to-Consumer Pet Food Market Size for Dental Health, by Country/Region, 2019–2028 (USD Million)
Table 30 Direct-to-Consumer Pet Food Market Size for Skin Problems, by Country/Region, 2019–2028 (USD Million)
Table 31 Direct-to-Consumer Pet Food Market Size for Stress, by Country/Region, 2019–2028 (USD Million)
Table 32 Direct-to-Consumer Pet Food Market Size for Joint Health, by Country/Region, 2019–2028 (USD Million)
Table 33 Direct-to-Consumer Pet Food Market Size for Other Health Conditions, by Country/Region, 2019–2028 (USD Million)
Table 34 Global Direct-to-Consumer Pet Food Market Size by Distribution Channel, 2019–2028 (USD Million)
Table 35 Direct-to-Consumer Pet Food Market Size for Online Distribution Channels, by Country/Region, 2019–2028 (USD Million)
Table 36 Direct-to-Consumer Pet Food Market Size for Offline Distribution Channels, by Country/Region, 2019–2028 (USD Million)
Table 37 Direct-to-Consumer Pet Food Market Size, by Region, 2019–2028 (USD Million)
Table 38 North America: Direct-to-Consumer Pet Food Market Size, by Country, 2019–2028 (USD Million)
Table 39 North America: Direct-to-Consumer Pet Food Market Size, by Type,

2019–2028 (USD Million)
Table 40 North America: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 41 North America: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 42 North America: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 43 North America: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 44 North America.: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 45 North America: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 46 U.S: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 47 U.S: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 48 U.S: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 49 U.S: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 50 U.S: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 51 U.S.: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 52 U.S: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 53 Canada: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 54 Canada: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 55 Canada: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 56 Canada: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 57 Canada: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 58 Canada.: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)

Table 59 Canada: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 60 Europe: Direct-to-Consumer Pet Food Market Size, by Country, 2019–2028 (USD Million)
Table 61 Europe: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 62 Europe: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 63 Europe: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 64 Europe: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 65 Europe: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 66 Europe.: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 67 Europe: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 68 U.K.: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 69 U.K.: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 70 U.K.: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 71 U.K.: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 72 U.K.: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 73 U.K.: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 74 U.K.: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 75 Germany: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 76 Germany: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 77 Germany: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 78 Germany: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028

(USD Million)
Table 79 Germany: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 80 Germany: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 81 Germany: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 82 France: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 83 France: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 84 France: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 85 France: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 86 France: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 87 France: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 88 France: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 89 Italy: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 90 Italy: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 91 Italy: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 92 Italy: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 93 Italy: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 94 Italy: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 95 Italy: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 96 Spain: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 97 Spain: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)

Table 98 Spain: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 99 Spain: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 100 Spain: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 101 Spain: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 102 Spain: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 103 Russia: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 104 Russia: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 105 Russia: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 106 Russia: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 107 Russia: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 108 Russia: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 109 Russia: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 110 Rest of Europe: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 111 Rest of Europe: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 112 Rest of Europe: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 113 Rest of Europe: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 114 Rest of Europe: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 115 Rest of Europe: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 116 Rest of Europe: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 117 Asia-Pacific: Direct-to-Consumer Pet Food Market Size, by Country,

2019–2028 (USD Million)
Table 118 Asia-Pacific: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 119 Asia-Pacific: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 120 Asia-Pacific: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 121 Asia-Pacific: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 122 Asia-Pacific: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 123 Asia-Pacific: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 124 Asia-Pacific: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 125 Japan: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 126 Japan: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 127 Japan: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 128 Japan: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 129 Japan: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 130 Japan: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 131 Japan: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 132 Australia: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 133 Australia: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 134 Australia: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 135 Australia: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 136 Australia: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)

Table 137 Australia: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 138 Australia: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 139 China: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 140 China: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 141 China: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 142 China: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 143 China: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 144 China: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 145 China: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 146 India: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 147 India: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 148 India: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 149 India: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 150 India: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 151 India: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 152 India: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 153 Rest of Asia-Pacific: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 154 Rest of Asia-Pacific: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 155 Rest of Asia-Pacific: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 156 Rest of Asia-Pacific: Direct-to-Consumer Pet Treats Market Size, by Type,

2019–2028 (USD Million)
Table 157 Rest of Asia-Pacific: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 158 Rest of Asia-Pacific: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 159 Rest of Asia-Pacific: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 160 Latin America: Direct-to-Consumer Pet Food Market Size, by Country, 2019–2028 (USD Million)
Table 161 Latin America: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 162 Latin America: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 163 Latin America: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 164 Latin America: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 165 Latin America: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 166 Latin America: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 167 Latin America: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 168 Brazil: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 169 Brazil: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 170 Brazil: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 171 Brazil: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 172 Brazil: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 173 Brazil: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 174 Brazil: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 175 Argentina: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)

Table 176 Argentina: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 177 Argentina: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 178 Argentina: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 179 Argentina: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 180 Argentina: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 181 Argentina: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 182 Rest of Latin America: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 183 Rest of Latin America: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 184 Rest of Latin America: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 185 Rest of Latin America: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 186 Rest of Latin America: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 187 Rest of Latin America: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 188 Rest of Latin America: Direct-to-Consumer Pet Food Market Size, by Distribution Channel, 2019–2028 (USD Million)
Table 189 Middle East and Africa: Direct-to-Consumer Pet Food Market Size, by Type, 2019–2028 (USD Million)
Table 190 Middle East and Africa: Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Table 191 Middle East and Africa: Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million)
Table 192 Middle East and Africa: Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Table 193 Middle East and Africa: Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028 (USD Million)
Table 194 Middle East and Africa: Direct-to-Consumer Pet Food Market Size, by Health Condition, 2019–2028 (USD Million)
Table 195 Middle East and Africa: Direct-to-Consumer Pet Food Market Size, by

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Distribution Channel, 2019–2028 (USD Million)

Table 196 Number of Developments by Major Players During 2018–2021

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List Of Figures

LIST OF FIGURES

Figure 1 Market Ecosystem
Figure 2 Research Process
Figure 3 Key Secondary Sources
Figure 4 Primary Research Techniques
Figure 5 Key Executives Interviewed
Figure 6 Breakdown of Primary Interviews (Supply-Side & Demand-Side)
Figure 7 Market Size Estimation
Figure 8 Meal Segment to Dominate the Direct-to-Consumer Pet Food Market in 2021
Figure 9 Customized Meal to Register the Fastest Growth During the Forecast Period
Figure 10 Dogs Segment to Dominate the Pet Type Direct-to-Consumer Pet Food Market by 2028
Figure 11 Direct-to-Consumer Pet Food Market Analysis, by Health Condition, 2021 Vs. 2028 (USD Million)
Figure 12 Online Distribution Channel Segment to Dominate the Direct-to-Consumer Pet Food Market by 2028
Figure 13 North America: Lucrative and Growing Market for Direct-to-Consumer Pet Food Market Stakeholders
Figure 14 Total Dog and Cat Population, by Country, 2015-2019 (In Million)
Figure 15 U.S.: Pet Industry Expenditure (2010-2021)
Figure 16 Estimated Number of Cases and Deaths Due to Zoonotic Tb, by Region (2019)
Figure 17 Prevalence of Diabetes in Dogs in Australia (2013-2018)
Figure 18 Global Dog and Cat Food Market Share, by Price Platform, 2015-2020 (%)
Figure 19 E-Commerce Strategies That Emphasize Convenience, in 2021 (% Share)
Figure 20 Ailment Likely to be Treated with Hemp-CBD in 2019 (% Share)
Figure 21 Global Direct-to-Consumer Pet Food Market Size, by Type, 2021—2028 (USD Million)
Figure 22 Global Direct-to-Consumer Pet Meal Market Size, by Category, 2019–2028 (USD Million)
Figure 23 Global Direct-to-Consumer Pet Meal Market Size, by Form, 2019–2028 (USD Million
Figure 24 Global Dry Pet Food Production in MMT (2019-2020)
Figure 25 Direct-to-Consumer Pet Treats Market Size, by Type, 2019–2028 (USD Million)
Figure 26 Global Direct-to-Consumer Pet Food Market Size, by Pet Type, 2019–2028

(USD Million)
Figure 27 Dog Ownership in Europe: Number of Households by % Share (2016-2020)
Figure 28 Cat Ownership in Europe: Number of Households by % Share (2016-2020)
Figure 29 Global Direct-to-Consumer Pet Food Market Size by Health Condition, 2019–2028 (USD Million)
Figure 30 Dog Food Formulation in DCM Reports in the U.S. (2019)
Figure 31 Dogs and Cats with Osteoarthritis in the U.S. in 2019 (%)
Figure 32 Global Direct-to-Consumer Pet Food Market Size by Distribution Channel, 2019–2028 (USD Million)
Figure 33 Direct-to-Consumer Pet Food Market, by Region, 2021–2028 (USD Million)
Figure 34 U.S.: Pet Ownership, 2012 Vs. 2020 (In Millions)
Figure 35 U.S.: Pet Industry Spending Breakdown, 2021 (Estimated)
Figure 36 Europe: Russia Accounted for the Largest Number of Pets in 2020
Figure 37 Germany Pet Population, 2016 Vs. 2021 (In Million)
Figure 38 Spain Pet Ownership, 2016-2020 (% Share)
Figure 39 Poland Pet Population, 2019 (Million)
Figure 40 Poland Pet Food Sales, 2019 (In USD Millions)
Figure 41 Australia: Average Annual Household Spending on Pets, 2019 (USD Million)
Figure 42 Key Findings of China’s Growing Pet Food Market
Figure 43 Share of Households Owning A Pet in South Korea, 2010 –2020 (%)
Figure 44 Key Growth Strategies Adopted by Leading Players, 2018-2021
Figure 45 Direct-to-Consumer Pet Food Market: Competitive Benchmarking, by Type
Figure 46 Nestl? S.A.: Financial Overview, 2020
Figure 47 General Mills, Inc.: Financial Overview, 2021
Figure 48 Colgate-Palmolive Company: Financial Overview, 2020
Figure 49 The J.M. Smucker Company.: Financial Overview, 2021

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