

Custom Nutrition Packs For Active Pets Market Forecasts to 2032 – Global Analysis By Product Type (Fresh Meal Kits, Freeze-Dried & Dehydrated Packs, Supplement & Vitamin Blends, and Energy & Recovery Formulas), Personalization Type, Ingredient Type, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Custom Nutrition Packs For Active Pets Market is accounted for \$736.8 million in 2025 and is expected to reach \$1755.0 million by 2032 growing at a CAGR of 13.2% during the forecast period. Custom Nutrition Packs for Active Pets are personalized dietary solutions formulated to meet the specific nutritional needs of pets with high activity levels. These packs include tailored portions of proteins, vitamins, minerals, and supplements designed for dogs, cats, or other animals engaged in sports, work, or outdoor activities. The products optimize health, energy, and performance while addressing age, breed, weight, and lifestyle. The market combines data-driven nutritional profiling, subscription services, and convenient packaging for pet owners seeking precision nutrition solutions.

According to a Packaged Facts report, high-income pet owners increasingly seek bespoke nutrition plans tailored to their pet's specific breed, age, and activity level for optimal wellness.

Market Dynamics:

Driver:

Demand for performance-focused pet nutrition

Driven by the growing emphasis on pet fitness and energy optimization, the demand for performance-oriented nutrition packs is rapidly increasing. Pet owners, especially those with active breeds, are prioritizing tailored nutrient blends that enhance endurance, recovery, and muscle health. Spurred by the humanization of pets, products enriched with proteins, amino acids, and superfoods are gaining traction. Veterinary recommendations and rising participation in pet sports further fuel adoption. Consequently, premium personalized nutrition solutions are reshaping modern pet dietary practices.

Restraint:

Limited awareness in developing markets

Constrained by low awareness regarding pet-specific nutritional science, adoption in emerging markets remains limited. Many owners in developing economies still rely on generic or home-prepared diets due to cost sensitivity and limited product availability. Additionally, the lack of veterinarian-led education on tailored diets curtails market penetration. Infrastructural gaps in cold-chain logistics and e-commerce further restrict access to personalized nutrition packs. Consequently, awareness campaigns and localized marketing strategies are essential to unlock growth potential in these underpenetrated regions.

Opportunity:

Partnerships with property developers

Strategic partnerships with residential property developers and pet-friendly communities present a lucrative opportunity for market players. Integrating customized nutrition vending units or subscription kiosks within housing complexes enhances convenience for urban pet owners. Such collaborations foster brand visibility and long-term loyalty through direct access to target consumers. Moreover, developers are increasingly including pet wellness amenities to attract residents, creating synergistic marketing potential. These partnerships also enable data-driven personalization, combining lifestyle and location insights to tailor nutrition offerings effectively.

Threat:

Fire safety and compliance concerns

Rising scrutiny over manufacturing and packaging safety poses a potential threat to market stability. The use of energy-intensive packaging machinery and nutrient preservation systems must comply with stringent fire and safety regulations. Non-adherence could lead to operational halts, product recalls, or legal repercussions. Additionally, smaller manufacturers often face compliance cost burdens impacting profit margins. As regulatory frameworks tighten globally, continuous facility audits and adherence to food-grade safety certifications become critical. Hence, compliance resilience remains a key competitive differentiator in this market.

Covid-19 Impact:

The pandemic initially disrupted ingredient supply chains and delayed product customization logistics. However, the surge in pet adoption and heightened health consciousness among owners significantly revived market momentum. Consumers increasingly turned to online platforms offering subscription-based, contactless nutrition pack deliveries. Personalized diets focusing on immunity, digestion, and activity optimization gained prominence. Manufacturers accelerated digital engagement and tele-nutrition services to sustain customer trust. Post-pandemic, the emphasis on preventive pet health and convenient personalized nutrition continues to drive sustained market growth.

The fresh meal kits segment is expected to be the largest during the forecast period

The fresh meal kits segment is expected to account for the largest market share during the forecast period, owing to its convenience, freshness, and high nutritional value. These kits appeal to health-conscious pet owners seeking human-grade ingredients tailored to activity levels. Brands are emphasizing refrigerated, pre-portioned formulations to maintain nutrient integrity. Moreover, growing online subscription models enhance accessibility and customization flexibility. The increasing availability of vet-approved, preservative-free options further reinforces consumer trust and segment dominance across major economies.

The breed-specific customization segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the breed-specific customization segment is predicted to witness the highest growth rate, reinforced by advancements in genetic profiling and

activity monitoring. Personalized nutrient matrices addressing metabolism, size, and performance traits are gaining traction among pet enthusiasts. Data-driven nutrition apps are facilitating real-time dietary adjustments based on breed-specific needs. Additionally, collaborations between biotech and pet nutrition firms are enhancing formulation precision. As pet owners prioritize individualized wellness, this segment is poised for exponential, innovation-led expansion.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, ascribed to rapid urbanization, rising disposable incomes, and an expanding population of active companion animals. Countries such as Japan, China, and South Korea are witnessing a surge in premium pet nutrition subscriptions. Increasing humanization of pets and growing awareness of fitness-driven diets further propel adoption. Local startups are innovating culturally tailored nutrition solutions. E-commerce proliferation and pet retail expansions further consolidate regional market leadership.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR associated with strong consumer inclination toward personalized and data-backed pet health solutions. Advanced R&D capabilities and the presence of premium nutrition brands underpin this growth. The region's high pet expenditure and preference for subscription-based models further stimulate market expansion. Integration of AI-driven dietary analytics enhances customization depth. Moreover, robust veterinary networks and digital wellness ecosystems amplify adoption, positioning North America as a key growth frontier.

Key players in the market

Some of the key players in Custom Nutrition Packs For Active Pets Market include Nestlé S.A., Mars, Incorporated, General Mills, Inc., H&H Group, Virbac Corporation, Zoetis Inc., Elanco Animal Health Incorporated, Trupanion, Inc., PetMed Express, Inc., PetIQ, Inc., Chewy, Inc., Freshpet, Inc., Central Garden & Pet Company, Petco Health and Wellness Company, Inc., Pet Supplies Plus, and PetSmart.

Key Developments:

In September 2025, Nestlé Purina PetCare launched its new 'Pro Plan Custom Bites' program, a direct-to-consumer service creating personalized dry food blends based on a pet's breed, activity tracker data, and health goals, delivered in monthly recyclable packs.

In August 2025, Mars Petcare introduced its 'Royal Canin ActiveFit Custom Mix', a tailored nutrition system that combines proprietary kibble shapes and formulas for joint support and energy, determined by an online veterinary-designed activity assessment quiz.

In July 2025, Chewy, Inc. announced the nationwide rollout of its 'Chewy Health Custom Packs' service, leveraging its pharmacy data to auto-generate supplement and vitamin pouches that complement a pet's existing prescriptions and dietary profile for holistic care.

Product Types Covered:

Fresh Meal Kits

Freeze-Dried & Dehydrated Packs

Supplement & Vitamin Blends

Energy & Recovery Formulas

Personalization Types Covered:

Breed-Specific Customization

Activity-Level Formulation

Age & Health Condition Targeting

Weight Management Customization

Genetic/Biomarker-Based Plans

Ingredient Types Covered:

Plant-Based Ingredients

Animal Protein-Based Ingredients

Functional Additives & Probiotics

Hypoallergenic Formulations

Organic & Sustainable Sourcing

Distribution Channels Covered:

Online Subscription Platforms

Veterinary Clinics

Pet Retail Stores

End Users Covered:

Municipal Water Utilities

Industrial Facilities

Marine

Environmental Agencies

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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