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# Customized Pet Nutrition Market Forecasts to 2032 – Global Analysis By Product (Customized Food and Customized Supplements), Pet Type, Formulation, Ingredient Type, Distribution Channel and By Geography

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## Abstracts

According to Stratistics MRC, the Global Customized Pet Nutrition Market is accounted for $650.9 million in 2025 and is expected to reach $1,550.3 million by 2032 growing at a CAGR of 13.2% during the forecast period. Customized pet nutrition refers to a tailored approach to feeding pets based on their unique needs, including breed, age, size, activity level, health conditions, and preferences. Unlike generic pet food, customized nutrition plans are designed to optimize a pet's overall well-being, support specific health goals, and prevent diet-related issues. These plans may include personalized meal formulations, supplements, and feeding schedules. Advances in veterinary science and pet tech have enabled data-driven customization, ensuring pets receive balanced, high-quality nutrients. Customized nutrition empowers pet owners to make informed choices, enhancing their pets' longevity, vitality, and quality of life through scientifically backed dietary strategies.

Market Dynamics:

Driver:

Pet Humanization Trend

The pet humanization trend is revolutionizing the customized pet nutrition market by fueling demand for premium, tailored diets that mirror human wellness standards. Pet owners increasingly seek personalized solutions addressing breed, age, allergies, and

lifestyle, driving innovation in functional ingredients and tech-enabled nutrition plans. This emotional bond with pets transforms them into family members, elevating expectations for quality and transparency. As a result, brands are expanding offerings and leveraging data to deliver smarter, health-focused pet food experiences.

Restraint:

High Cost of Custom Products

The high cost of custom pet nutrition products significantly hinders market growth by limiting accessibility to affluent consumers. This pricing barrier discourages widespread adoption, especially among middle-income pet owners, reducing overall demand. It also stifles competition and innovation, as smaller brands struggle to compete with premium pricing models. Consequently, the market remains niche, preventing economies of scale and slowing the development of affordable, personalized pet nutrition solutions.

Opportunity:

Technological Advancements

Technological advancements are revolutionizing the customized pet nutrition market by enabling precise, data-driven dietary solutions tailored to individual pets. Innovations like AI-powered health tracking, DNA-based nutrition profiling, and smart feeding devices empower pet owners to optimize their pets' well-being. Enhanced manufacturing techniques and e-commerce platforms also streamline product personalization and delivery. These breakthroughs not only improve pet health outcomes but also fuel market growth by meeting rising consumer demand for transparency, convenience, and scientifically backed nutrition solutions.

Threat:

Regulatory Challenges

Regulatory challenges significantly hinder the growth of the market. Complex approval processes, inconsistent global standards, and limited clarity on ingredient regulations delay product launches and innovation. These barriers increase operational costs and discourage startups from entering the market. Additionally, frequent policy changes create uncertainty, making long-term planning difficult for companies. As a result, consumer access to personalized pet nutrition solutions remains restricted, stalling market expansion and competitiveness.

Covid-19 Impact

The COVID-19 pandemic reshaped the customized pet nutrition market by accelerating e-commerce adoption and increasing demand for tailored pet diets. Lockdowns spurred pet ownership and heightened awareness of pet health, driving interest in specialized nutrition. However, supply chain disruptions and economic uncertainty challenged production and distribution. Despite setbacks, innovation and digital veterinary services flourished, positioning the market for sustained growth in personalized pet food solutions.

The breed-specific segment is expected to be the largest during the forecast period

The breed-specific segment is expected to account for the largest market share during the forecast period, due to growing awareness of breed-related health predispositions and dietary needs. Pet owners increasingly seek tailored nutrition plans that address specific breed characteristics such as metabolism, size, and genetic vulnerabilities. This segment benefits from advances in veterinary diagnostics and data analytics, enabling precise formulations. As pet humanization rises, consumers are more willing to invest in breed-targeted solutions that enhance their pets' health, longevity, and overall quality of life.

The customized supplements segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the customized supplements segment is predicted to witness the highest growth rate, due to rising demand for targeted health solutions. These supplements address specific concerns like joint health, digestion, immunity, and skin conditions, tailored to individual pet profiles. The surge in pet wellness awareness, combined with innovations in nutraceuticals and delivery formats, fuels growth. Owners increasingly prefer proactive, science-backed supplementation to prevent chronic issues and support vitality, making this segment a key driver of personalized pet nutrition expansion.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to rapid urbanization, rising disposable incomes, and growing pet ownership.

Countries like China, Japan, and India are witnessing a cultural shift toward pet humanization, with consumers prioritizing premium, health-focused pet products. The region's expanding middle class and tech-savvy population are embracing data-driven nutrition platforms. Additionally, increasing awareness of pet health and wellness is propelling demand for personalized feeding solutions across diverse pet demographics.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to strong pet humanization trends and widespread adoption of pet tech. Consumers in the U.S. and Canada are highly receptive to personalized wellness solutions, with growing interest in DNA-based nutrition, wearable health trackers, and subscription-based meal plans. The region's robust veterinary infrastructure and regulatory support for pet health innovations further accelerate growth. Rising awareness of preventive care and premium nutrition drives market expansion.

Key players in the market

Some of the key players profiled in the Customized Pet Nutrition Market include Royal Canin, JustFoodForDogs, Hill's Pet Nutrition, PetPlate, Nestl? Purina PetCare, Ollie, Blue Buffalo, Nom Nom, Mars Petcare, The Farmer's Dog, Tailored Pet, Pawfectly Made, PawPeye, Drools, Captain Zack, Heads Up for Tails, Furrbites and PetStrong

Key Developments:

In August 2024, Mars, Incorporated announced its acquisition of Kellanova for $35.9 billion. This strategic move unites two iconic businesses with complementary footprints and portfolios of beloved brands, including Pringles, Cheez-It, and Pop-Tarts. The transaction aims to further solidify Mars's position in the global snacking industry, enhancing its ability to deliver more choice and innovation to consumers and customers.

In April 2024, GXO Logistics has renewed its 15-year partnership with Mars in France, enhancing supply chain operations through advanced automation solutions. The collaboration focuses on storage, distribution, and value-added services for Mars brands, including Petcare, Snacking, and Food & Nutrition segments. GXO plans to implement additional innovations on-site to further improve efficiency and productivity.

Products Covered:

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Customized Food

Customized Supplements

Pet Types Covered:

Dogs

Cats

Birds

Small Mammals

Reptiles

Other Pet Types

Formulations Covered:

Breed-Specific

Age-Specific

Health Condition-Specific

Ingredient Types Covered:

Plant-Based Ingredients

Animal-Based Ingredients

Functional Ingredients

Distribution Channels Covered:

Online Platforms

Offline Channels

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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## Contents

**1 EXECUTIVE SUMMARY**

**2 PREFACE**

2.1 Abstract
2.2 Stake Holders
2.3 Research Scope
2.4 Research Methodology
  2.4.1 Data Mining
  2.4.2 Data Analysis
  2.4.3 Data Validation
  2.4.4 Research Approach
2.5 Research Sources
  2.5.1 Primary Research Sources
  2.5.2 Secondary Research Sources
  2.5.3 Assumptions

**3 MARKET TREND ANALYSIS**

3.1 Introduction
3.2 Drivers
3.3 Restraints
3.4 Opportunities
3.5 Threats
3.6 Product Analysis
3.7 Emerging Markets
3.8 Impact of Covid-19

**4 PORTERS FIVE FORCE ANALYSIS**

4.1 Bargaining power of suppliers
4.2 Bargaining power of buyers
4.3 Threat of substitutes
4.4 Threat of new entrants
4.5 Competitive rivalry

**5 GLOBAL CUSTOMIZED PET NUTRITION MARKET, BY PRODUCT**

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5.1 Introduction
5.2 Customized Food
  5.2.1 Dry Food
  5.2.2 Wet Food
  5.2.3 Treats & Snacks
5.3 Customized Supplements
  5.3.1 Vitamins & Minerals
  5.3.2 Probiotics & Prebiotics
  5.3.3 Omega Fatty Acids & Others

**6 GLOBAL CUSTOMIZED PET NUTRITION MARKET, BY PET TYPE**

6.1 Introduction
6.2 Dogs
6.3 Cats
6.4 Birds
6.5 Small Mammals
6.6 Reptiles
6.7 Other Pet Types

**7 GLOBAL CUSTOMIZED PET NUTRITION MARKET, BY FORMULATION**

7.1 Introduction
7.2 Breed-Specific
7.3 Age-Specific
7.4 Health Condition-Specific

**8 GLOBAL CUSTOMIZED PET NUTRITION MARKET, BY INGREDIENT TYPE**

8.1 Introduction
8.2 Plant-Based Ingredients
8.3 Animal-Based Ingredients
8.4 Functional Ingredients

**9 GLOBAL CUSTOMIZED PET NUTRITION MARKET, BY DISTRIBUTION CHANNEL**

9.1 Introduction
9.2 Online Platforms

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9.2.1 Direct-to-Consumer (D2C)
9.2.2 E-commerce Retailers
9.3 Offline Channels
9.3.1 Veterinary Clinics
9.3.2 Specialty Pet Stores
9.3.3 Supermarkets & Hypermarkets

**10 GLOBAL CUSTOMIZED PET NUTRITION MARKET, BY GEOGRAPHY**

10.1 Introduction
10.2 North America
10.2.1 US
10.2.2 Canada
10.2.3 Mexico
10.3 Europe
10.3.1 Germany
10.3.2 UK
10.3.3 Italy
10.3.4 France
10.3.5 Spain
10.3.6 Rest of Europe
10.4 Asia Pacific
10.4.1 Japan
10.4.2 China
10.4.3 India
10.4.4 Australia
10.4.5 New Zealand
10.4.6 South Korea
10.4.7 Rest of Asia Pacific
10.5 South America
10.5.1 Argentina
10.5.2 Brazil
10.5.3 Chile
10.5.4 Rest of South America
10.6 Middle East & Africa
10.6.1 Saudi Arabia
10.6.2 UAE
10.6.3 Qatar
10.6.4 South Africa

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10.6.5 Rest of Middle East & Africa

**11 KEY DEVELOPMENTS**

11.1 Agreements, Partnerships, Collaborations and Joint Ventures
11.2 Acquisitions & Mergers
11.3 New Product Launch
11.4 Expansions
11.5 Other Key Strategies

**12 COMPANY PROFILING**

12.1 Royal Canin
12.2 JustFoodForDogs
12.3 Hill's Pet Nutrition
12.4 PetPlate
12.5 Nestl? Purina PetCare
12.6 Ollie
12.7 Blue Buffalo
12.8 Nom Nom
12.9 Mars Petcare
12.10 The Farmer’s Dog
12.11 Tailored Pet
12.12 Pawfectly Made
12.13 PawPeye
12.14 Drools
12.15 Captain Zack
12.16 Heads Up For Tails
12.17 Furrbites
12.18 PetStrong

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# List Of Tables

## LIST OF TABLES

Table 1 Global Customized Pet Nutrition Market Outlook, By Region (2024-2032) ($MN)
Table 2 Global Customized Pet Nutrition Market Outlook, By Product (2024-2032) ($MN)
Table 3 Global Customized Pet Nutrition Market Outlook, By Customized Food (2024-2032) ($MN)
Table 4 Global Customized Pet Nutrition Market Outlook, By Dry Food (2024-2032) ($MN)
Table 5 Global Customized Pet Nutrition Market Outlook, By Wet Food (2024-2032) ($MN)
Table 6 Global Customized Pet Nutrition Market Outlook, By Treats & Snacks (2024-2032) ($MN)
Table 7 Global Customized Pet Nutrition Market Outlook, By Customized Supplements (2024-2032) ($MN)
Table 8 Global Customized Pet Nutrition Market Outlook, By Vitamins & Minerals (2024-2032) ($MN)
Table 9 Global Customized Pet Nutrition Market Outlook, By Probiotics & Prebiotics (2024-2032) ($MN)
Table 10 Global Customized Pet Nutrition Market Outlook, By Omega Fatty Acids & Others (2024-2032) ($MN)
Table 11 Global Customized Pet Nutrition Market Outlook, By Pet Type (2024-2032) ($MN)
Table 12 Global Customized Pet Nutrition Market Outlook, By Dogs (2024-2032) ($MN)
Table 13 Global Customized Pet Nutrition Market Outlook, By Cats (2024-2032) ($MN)
Table 14 Global Customized Pet Nutrition Market Outlook, By Birds (2024-2032) ($MN)
Table 15 Global Customized Pet Nutrition Market Outlook, By Small Mammals (2024-2032) ($MN)
Table 16 Global Customized Pet Nutrition Market Outlook, By Reptiles (2024-2032) ($MN)
Table 17 Global Customized Pet Nutrition Market Outlook, By Other Pet Types (2024-2032) ($MN)
Table 18 Global Customized Pet Nutrition Market Outlook, By Formulation (2024-2032) ($MN)
Table 19 Global Customized Pet Nutrition Market Outlook, By Breed-Specific (2024-2032) ($MN)
Table 20 Global Customized Pet Nutrition Market Outlook, By Age-Specific (2024-2032)

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($MN)
Table 21 Global Customized Pet Nutrition Market Outlook, By Health Condition-Specific (2024-2032) ($MN)
Table 22 Global Customized Pet Nutrition Market Outlook, By Ingredient Type (2024-2032) ($MN)
Table 23 Global Customized Pet Nutrition Market Outlook, By Plant-Based Ingredients (2024-2032) ($MN)
Table 24 Global Customized Pet Nutrition Market Outlook, By Animal-Based Ingredients (2024-2032) ($MN)
Table 25 Global Customized Pet Nutrition Market Outlook, By Functional Ingredients (2024-2032) ($MN)
Table 26 Global Customized Pet Nutrition Market Outlook, By Distribution Channel (2024-2032) ($MN)
Table 27 Global Customized Pet Nutrition Market Outlook, By Online Platforms (2024-2032) ($MN)
Table 28 Global Customized Pet Nutrition Market Outlook, By Direct-to-Consumer (D2C) (2024-2032) ($MN)
Table 29 Global Customized Pet Nutrition Market Outlook, By E-commerce Retailers (2024-2032) ($MN)
Table 30 Global Customized Pet Nutrition Market Outlook, By Offline Channels (2024-2032) ($MN)
Table 31 Global Customized Pet Nutrition Market Outlook, By Veterinary Clinics (2024-2032) ($MN)
Table 32 Global Customized Pet Nutrition Market Outlook, By Specialty Pet Stores (2024-2032) ($MN)
Table 33 Global Customized Pet Nutrition Market Outlook, By Supermarkets & Hypermarkets (2024-2032) ($MN)
Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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