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Pet-Nutrition-Personalization Platforms Market Forecasts to 2034 – Global Analysis By Platform Type (Mobile Apps, Web-Based Platforms and Integrated IoT & Smart Device Platforms), Personalization Approach, Pet Type, Nutrition Focus, Business Model, Distribution Channel, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Pet-Nutrition-Personalization Platforms Market is accounted for $0.9 billion in 2026 and is expected to reach $3.0 billion by 2034 growing at a CAGR of 16.0% during the forecast period. Pet nutrition personalization platforms provide technology-driven systems that create tailored diet plans for animals by analyzing attributes such as breed, age, body weight, activity patterns, medical history, and genetic information. Using artificial intelligence, data modeling, and veterinary expertise, these platforms generate precise feeding recommendations and nutritional schedules. They assist pet owners in enhancing animal well-being, preventing illnesses, and extending lifespan through scientifically guided diet control. Many solutions connect with smart collars and health monitoring applications to deliver real-time adjustments. Increasing focus on pet health, premium nutrition, and preventive care is boosting global adoption among households, veterinarians, and pet service providers.

According to the European Pet Food Industry Federation, Europe's pet food market produced 11.5 million tonnes of pet food in 2023, valued at €29.1 billion, with 3,000+ product lines increasingly shifting toward specialized and personalized nutrition.

Market Dynamics:

Driver:

Rising pet humanization

Growing human-like perception of pets is strongly driving the pet nutrition personalization platforms industry, as owners consider animals as family and demand tailored dietary care. This emotional connection leads to higher spending on customized food plans designed for individual health conditions. Pet owners increasingly adopt AI-powered nutrition guidance, subscription-based meal services, and vet-recommended feeding programs. Urban living patterns and lower birth rates also contribute to stronger pet attachment. Consequently, demand for personalized nutrition systems is rising across both developed and developing regions, encouraging rapid adoption of digital pet health platforms and continuous innovation in this expanding global market sector.

Restraint:

High cost of pet-nutrition-personalization platforms

The elevated pricing of pet nutrition personalization platforms acts as a major barrier to market expansion because these solutions rely on advanced technologies such as artificial intelligence, data processing, and veterinary expertise, which increase operational costs. Subscription models for customized meal plans and integration with smart pet devices often remain too expensive for many pet owners. Households in price-sensitive and developing markets especially struggle to afford these services compared to conventional pet food alternatives. Additional expenses related to continuous monitoring, software updates, and premium dietary components further raise costs, thereby limiting adoption and slowing overall market growth worldwide.

Opportunity:

Rising demand for preventive pet healthcare

Increasing emphasis on preventive healthcare for pets creates a major growth opportunity for the pet nutrition personalization platforms market. Pet owners are shifting their focus toward avoiding illnesses rather than treating them after occurrence, boosting demand for tailored dietary solutions. These platforms assist in detecting early signs of nutritional deficiencies, weight issues, and health imbalances using data analytics. Veterinarians are increasingly recommending customized feeding plans to reduce future medical complications and costs. Rising awareness about pet well-being and lifespan improvement is strengthening this trend. As preventive care gains importance, personalized nutrition systems are becoming essential for better pet health management worldwide.

Threat:

Intense market competition

Strong competition within the pet nutrition personalization platforms market acts as a major threat, as numerous startups, established pet food manufacturers, and tech companies are entering the space with similar AI-based solutions. This crowded environment creates pricing pressure, reduces profitability, and increases the cost of acquiring and retaining customers. Businesses are forced to constantly innovate by improving algorithms, enhancing user experience, and building veterinary collaborations to stay relevant. However, large companies with stronger financial and technological capabilities often dominate the market, making it difficult for smaller players to compete effectively, thereby restricting balanced growth in the global industry.

Covid-19 Impact:

The COVID-19 outbreak influenced the pet nutrition personalization platforms market in both positive and negative ways. Lockdowns led to a rise in pet adoption and greater awareness of pet health, increasing demand for customized nutrition services. Pet owners prioritized immunity, diet quality, and preventive care, which supported the use of digital platforms. However, disruptions in supply chains, veterinary access, and production temporarily hindered market operations. Financial uncertainty also reduced spending in some areas. At the same time, rapid digital adoption, expansion of online sales channels, and increased virtual consultations boosted platform usage, strengthening long-term growth potential for the industry worldwide.

The weight management segment is expected to be the largest during the forecast period

The weight management segment is expected to account for the largest market share during the forecast period as obesity in pets has become a widespread health concern linked to overfeeding, low activity levels, and unbalanced diets. Personalized platforms help tackle this issue by designing customized feeding plans that regulate calorie intake according to breed, age, lifestyle, and medical conditions. These solutions play a key role in preventing health issues such as diabetes, cardiovascular disorders, and mobility problems while enhancing overall well-being. Increasing awareness among pet owners about maintaining optimal body weight and improving lifespan is strongly driving the adoption of weight-focused nutritional personalization services worldwide.

The veterinary professionals segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the veterinary professionals segment is predicted to witness the highest growth rate, driven by their expanding involvement in digital animal healthcare systems. Veterinarians are increasingly utilizing AI-based platforms to deliver precise, scientifically supported dietary plans customized to individual pet health requirements. The integration of clinical records with advanced digital tools enhances their ability to provide preventive care and long-term wellness management. Growing demand for expert-led nutritional guidance is further boosting adoption. In addition, collaborations between veterinary practices and technology companies are accelerating platform usage, supporting rapid growth and continuous innovation in this segment across global markets.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, owing to its high rate of pet ownership, strong digital infrastructure, and significant spending on pet healthcare services. The region benefits from a mature pet care industry with widespread use of AI-based nutrition tools and connected pet devices. Growing awareness about obesity in pets, preventive health measures, and demand for premium diets further boosts adoption. The presence of leading technology companies and advanced veterinary networks reinforces its leadership position. Moreover, high internet usage and early acceptance of subscription-based pet services continue to drive market growth, making the region a global leader.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by rising pet ownership, increasing income levels, and fast-paced urban development. Key countries including China, India, Japan, and South Korea are experiencing strong demand for advanced pet healthcare solutions. Growing awareness of pet wellness, an expanding middle-income population, and widespread smart phone and internet usage are boosting digital platform adoption. The shift from conventional feeding habits toward premium, science-backed nutrition is further accelerating growth.

In addition, the rapid expansion of e-commerce and affordable pet care technologies is enhancing market opportunities across the region.

Key players in the market

Some of the key players in Pet-Nutrition-Personalization Platforms Market include JustFoodForDogs, The Farmer's Dog, Ollie, Nom Nom, PetPlate, The Honest Kitchen, Raised Right Pets, Petnet, Bella & Duke, Wilbur + Pig, NurtureVet, Pawmenu, Chewy, Lyka, PawMaw, Vetdiet, PetPantry and TailoredTails.

Key Developments:

In April 2026, Ollie and Tosca announce their partnership. The two companies are rethinking how fresh pet food travels from production to distribution. The goal: stronger product protection, leaner operations, and far less packaging waste. Frozen, human-grade products need packaging that maintains integrity during transit and allows for effective airflow during freezing. Traditional corrugated packaging was not built for either.

In August 2025, JustFoodForDogs has partnered with pizza restaurant chain Pizzana to launch Pup Pizza, a dog-specific pizza product available at restaurant locations. The 3.5-inch pizza features a flour-and-water dough base topped with pumpkin puree mixed with peanut butter in place of tomato sauce, potato cubes as a cheese substitute, and JustFoodForDogs' single ingredient pork treats replacing pepperoni.

Platform Types Covered:

- Mobile Apps
- Web-Based Platforms
- Integrated IoT & Smart Device Platforms

Personalization Approaches Covered:

- Algorithm-Driven Recommendation Engines
- AI-Based Predictive Nutrition Models

Human-Expert Guided Personalization

Pet Types Covered:

Dogs

Cats

Other Pet Types

Nutrition Focuses Covered:

Weight Management

Digestive Health

Skin & Coat Health

Joint & Mobility Support

General Wellness & Preventive Care

Business Models Covered:

Subscription-Based Services

One-Time Purchase Personalization Plans

Freemium & Hybrid Models

Distribution Channels Covered:

Direct-to-Consumer (D2C) Platforms

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Veterinary Clinics & Professionals

Pet Specialty Retailers

Online Marketplaces

End Users Covered:

Individual Pet Owners

Veterinary Professionals

Pet Nutrition Consultants

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

- Belgium
- Sweden
- Switzerland
- Poland
- Rest of Europe

Asia Pacific

- China
- Japan
- India
- South Korea
- Australia
- Indonesia
- Thailand
- Malaysia
- Singapore
- Vietnam
- Rest of Asia Pacific

South America

- Brazil

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Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032

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and 2034
- 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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Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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