

Global Personalized Nutrition Market Size study & Forecast, by Product Type (Active Measurement, Standard Measurement), by Application (Standard Supplement, Disease Based), by End Use (Direct-to-Consumer, Wellness and Fitness Centers, Hospital and Clinics, Institutions) and Regional Analysis, 2022-2029

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Abstracts

Global Personalized Nutrition Market is valued at approximately USD 14.6 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 11.48% over the forecast period 2022-2029. Personalized Nutrition also known as Precision Nutrition focuses on an individual rather than a group of people. This approach emphasizes the idea that individualizing nutritional advice, products, or services is more effective. Personalized nutrition considers an individual's health history, such as metabolism, environmental exposure, genetic profile, and personal wellness goals. The increasing number of obese people and growing incidences of lifestyle diseases as well as strategic initiatives from leading market players are key factors accelerating the market growth.

The increasing prevalence of obesity across the globe is contributing to the growth of the Global Personalized Nutrition Market. For instance, as per World Obesity Organization estimates – as of 2021, around 1.02 billion people worldwide are affected by obesity and as per projections around 2.7 billion adults would be overweight. Furthermore, over 1 billion affected by obesity, and 177 million adults severely affected by obesity 2025. Also, the rising popularity of availing nutritional guidance based on individual needs and increasing healthcare spending in developing regions would create a lucrative growth prospectus for the market over the forecast period. However, the high

cost of Personalized Nutrition stifles the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Personalized Nutrition Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading region in terms of market share owing to the presence of leading market players and rising healthcare spending. Whereas the Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as the rising expansion of the healthcare sector and increasing awareness towards Personalized nutrition in the region.

Major market player included in this report are:

BASF SE

DSM

Herbalife Nutrition Ltd.

Amway

DNAfit

wellness coaches USA

Atlas Biomed Group Limited

Habit, LLC

Bactolac Pharmaceutical, Inc

Balchem Corporation

Recent Developments in the Market:

In July 2022, South Carolina, USA-based Healthycell in partnered with Research Triangle Park-based Panaceutics Nutrition to provide on-demand creation of personalized nutrition gel formulas. These formulas would be created based on individual biomarker readings and predictive analytics.

Global Personalized Nutrition Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Product Type, Application, End Use, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type

Active Measurement

Standard Measurement

By Application

Standard Supplement

Disease Based

By End Use

Direct-to-Consumer

Wellness and Fitness Centers

Hospital and Clinics

Institutions

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

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