+357 96 030922
info@marketpublishers.com

Global Personalized Nutrition & Supplements Market Size study, by Ingredient (Proteins & Amino Acid, Vitamins), by Dosage Form (Tablets/Capsules, Liquids), by Distribution Channel, by Age Group, and Regional Forecasts 2022-2032

https://marketpublishers.com/r/G17CE86EDE6FEN.html
Date: May 2025
Pages: 285
Price: US$ 3,218.00 (Single User License)
ID: G17CE86EDE6FEN

Abstracts

Global Personalized Nutrition & Supplements Market is valued at approximately USD 12.23 billion in 2023 and is anticipated to expand at a phenomenal CAGR of more than 14.59% over the forecast period 2024-2032. In a world where personalization is rapidly becoming the new standard, nutrition and supplement regimens are transforming from one-size-fits-all solutions to data-driven, precision-based interventions tailored to individual health profiles. Personalized nutrition harnesses technologies such as DNA analysis, microbiome profiling, and AI-powered health tracking to deliver bespoke dietary solutions that address specific deficiencies, health goals, or chronic conditions. With increasing consumer awareness of preventive healthcare and wellness optimization, demand for personalized supplements is gaining remarkable traction across age groups, lifestyle segments, and geographies.

The market's upward momentum is propelled by a convergence of scientific innovation and consumer behavior shifts. The proliferation of wearable health tech, coupled with mobile apps that continuously monitor vital signs and dietary intake, has enabled unprecedented personalization of supplement plans. Moreover, increased incidence of nutrient-related lifestyle disorders and chronic diseases such as obesity, cardiovascular ailments, and osteoporosis has compelled consumers to seek out more targeted nutritional support. Brands are increasingly leveraging AI and machine learning to customize formulations and delivery schedules, while offering at-home test kits that create dynamic nutrition profiles based on real-time biological data. Still, challenges such as regulatory ambiguity, data privacy concerns, and high product development

costs may restrain broader accessibility and adoption.

Emerging players and established nutraceutical giants alike are rapidly evolving their business models to cater to a digital-savvy and health-conscious consumer base. Subscription-based platforms, direct-to-consumer e-commerce models, and personalized dashboards are allowing companies to craft continuous, data-informed wellness journeys for their customers. Additionally, strategic collaborations with healthcare practitioners, fitness centers, and genomic laboratories are helping to bridge clinical validation with consumer-grade accessibility. As sustainability and transparency also become vital purchase criteria, many firms are investing in eco-friendly packaging, clean-label sourcing, and transparent formulation disclosures to build deeper consumer trust.

Regionally, North America dominates the personalized nutrition and supplements landscape due to its early adoption of health technologies, high disposable incomes, and progressive regulatory frameworks. The U.S., in particular, boasts a burgeoning ecosystem of personalized wellness startups and a robust clinical research infrastructure supporting nutrigenomics. Europe follows closely, with countries like Germany and the UK at the forefront of digital health integration into nutritional therapies. Meanwhile, the Asia Pacific market is forecasted to grow at the fastest rate, propelled by increasing awareness of lifestyle diseases, rising internet penetration, and the cultural embrace of functional foods. Countries such as China, Japan, and South Korea are witnessing surging demand for DNA-based diet customization and app-integrated supplement regimens.

Major market player included in this report are:

- Herbalife Nutrition Ltd.
- Amway Corp.
- Bayer AG
- BASF SE
- DSM Nutritional Products AG
- Nutrigenomix Inc.

Viome Life Sciences, Inc.

Unilever PLC

GNC Holdings, LLC

Persona Nutrition (Nestl? Health Science)

Care/of (HelloFresh)

Rootine

Bactolac Pharmaceutical, Inc.

Standard Process Inc.

Bioceuticals

The detailed segments and sub-segment of the market are explained below:

By Ingredient

Proteins & Amino Acid

Vitamins

By Dosage Form

Tablets/Capsules

Liquids

By Distribution Channel

Online

+357 96 030922
info@marketpublishers.com

Offline

By Age Group

Pediatric

Adult

Geriatric

By Region: North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

+357 96 030922
info@marketpublishers.com

- Japan
- Australia
- South Korea
- RoAPAC

Latin America

- Brazil
- Mexico

Middle East & Africa

- Saudi Arabia
- South Africa
- RoMEA

Years considered for the study are as follows:

- Historical year – 2022
- Base year – 2023
- Forecast period – 2024 to 2032

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.

+357 96 030922
info@marketpublishers.com

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Contents

CHAPTER 3. GLOBAL PERSONALIZED NUTRITION & SUPPLEMENTS MARKET DYNAMICS

CHAPTER 4. GLOBAL PERSONALIZED NUTRITION & SUPPLEMENTS MARKET INDUSTRY ANALYSIS

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Global Personalized Nutrition & Supplements Market Size study, by Ingredient (Proteins & Amino Acid, Vitamins), by Dosage Form (Tablets/Capsules, Liquids), by Distribution Channel, by Age Group, and Regional Forecasts 2022-2032

Product link: https://marketpublishers.com/r/G17CE86EDE6FEN.html

Price: US$ 3,218.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/G17CE86EDE6FEN.html