

# **Global Personalized Testing & Supplements Market Size Study, by Service (Personalized Testing, Personalized Supplements), by Application (General Health & Wellness, Deficiency Management, Others), by Service Provider (DTC Companies, Dietitians & Nutritionists, Others), and Regional Forecasts 2022-2032**

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## **Abstracts**

The global Personalized Testing & Supplements Market is estimated at USD 10.13 billion in 2023 and is anticipated to grow at a CAGR of 16.20% over the forecast period 2024-2032. Personalized health solutions are becoming an integral part of consumer healthcare, driven by advancements in technology, increasing consumer health consciousness, and growing interest in preventive care. The demand for tailored health products and services, including genetic testing, microbiome analysis, and AI-driven supplement recommendations, is rapidly gaining momentum. Personalized testing solutions provide valuable insights into individual health markers, enabling consumers to adopt customized dietary and supplement regimens that optimize their wellness goals.

The COVID-19 pandemic has accelerated the adoption of personalized health solutions, as individuals seek ways to strengthen immunity, monitor their well-being, and mitigate risks related to chronic conditions. The expansion of telehealth, direct-to-consumer (DTC) platforms, and online health consultations has further contributed to the widespread accessibility of customized supplements and testing services. Companies are leveraging artificial intelligence (AI) and big data analytics to develop highly personalized nutrition plans based on genetic predispositions, metabolic markers, and real-time biometric data.

The Personalized Testing & Supplements Market is also witnessing significant growth due to advancements in wearable health technology and AI-driven health assessments. Wearable devices, such as smartwatches and health trackers, collect real-time health data, enabling AI algorithms to provide personalized recommendations for supplements and dietary modifications. This integration of digital health tools and precision nutrition is expected to enhance consumer adherence to personalized health regimens, thereby driving market growth.

However, challenges such as the high cost of personalized health services, regulatory complexities, and concerns regarding data privacy may hinder market expansion. The industry is subject to stringent regulatory frameworks, particularly concerning consumer data protection, quality control, and product labeling standards. Nonetheless, the increasing awareness of genetic and microbiome-driven nutrition is expected to drive continued investment in personalized health innovations.

**Regional Insights-** The North American region dominated the market in 2024, accounting for over 56.93% of the global revenue share, with the United States being the largest contributor. The region's strong healthcare infrastructure, high consumer awareness, and advanced digital health ecosystem are key drivers of growth. The expansion of DTC models, coupled with the rising demand for personalized wellness solutions, has further accelerated market adoption.

Europe is expected to witness significant growth, driven by increasing consumer interest in tailored nutrition, regulatory support for personalized healthcare, and rising demand for digital health solutions. Countries such as Germany, the UK, and France are leading in personalized nutrition research and application.

Asia Pacific is poised to register the highest CAGR over the forecast period, fueled by rising health awareness, increasing disposable incomes, and growing investments in nutrigenomics and AI-driven health technologies. Countries like China, Japan, and India are witnessing rapid adoption of personalized health solutions, supported by expanding e-commerce platforms and the availability of at-home testing kits.

#### Major Market Players Included in this Report

Viome

DSM Nutritional Products AG

Thorne

Pharmavite

Baze

GNC Holdings

The Vitamin Shoppe

Nestl? Health Science

Vitaminpacks, Inc.

myDNA

LifeNome

Persona Nutrition

Everlywell

Care/of

Nutrigenomix

The Detailed Segments and Sub-Segments of the Market are Explained Below:

By Service

Personalized Testing

Blood Tests

DNA Tests

Wearable Device & App-based Tests

Others

Personalized Supplements

Proteins & Amino Acids

Vitamins

Minerals

Probiotics

Herbal/Botanic

Others

#### By Service Provider

Personalized Testing & Supplement Companies (DTC)

Dieticians & Nutritionists

Others

#### By Application

General Health & Wellness

Deficiency Management

Others

#### By Region

North America

U.S.

Canada

Mexico

## Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

## Asia Pacific

China

Japan

India

Australia

Thailand

South Korea

## Latin America

Brazil

Argentina

## Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

## Years Considered for the Study:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024-2032

## Key Takeaways:

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

Annualized revenue growth and regional-level analysis for each market segment.

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

Competitive landscape insights featuring major players in the market.

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

Demand-side and supply-side analysis of the market.

## Contents

### **CHAPTER 1. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET EXECUTIVE SUMMARY**

- 1.1. Global Personalized Testing & Supplements Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Service
  - 1.3.2. By Service Provider
  - 1.3.3. By Application
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory Frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET**



## **DYNAMICS**

### **3.1. Market Drivers**

- 3.1.1. Rising demand for tailored health solutions
- 3.1.2. Increasing adoption of AI and digital health platforms
- 3.1.3. Growing awareness of preventive healthcare and wellness

### **3.2. Market Challenges**

- 3.2.1. High cost of personalized testing and supplements
- 3.2.2. Data privacy concerns and regulatory compliance

### **3.3. Market Opportunities**

- 3.3.1. Expansion of direct-to-consumer (DTC) personalized supplements
- 3.3.2. Integration of wearable technology in personalized health solutions
- 3.3.3. Growth in demand for mental wellness and cognitive health supplements

## **CHAPTER 4. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET INDUSTRY ANALYSIS**

### **4.1. Porter's 5 Force Model**

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

### **4.2. PESTEL Analysis**

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

### **4.3. Top Investment Opportunities**

### **4.4. Top Winning Strategies**

### **4.5. Disruptive Trends**

### **4.6. Industry Expert Perspective**

### **4.7. Analyst Recommendation & Conclusion**

## **CHAPTER 5. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET BY**

**SERVICE (2022-2032)**

## 5.1. Segment Dashboard

## 5.2. Global Personalized Testing &amp; Supplements Market: Service Revenue Trend Analysis, 2022 &amp; 2032 (USD Million/Billion)

## 5.2.1. Personalized Testing

## 5.2.2. Personalized Supplements

**CHAPTER 6. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET BY SERVICE PROVIDER (2022-2032)**

## 6.1. Segment Dashboard

## 6.2. Global Personalized Testing &amp; Supplements Market: Service Provider Revenue Trend Analysis, 2022 &amp; 2032 (USD Million/Billion)

## 6.2.1. Personalized Testing &amp; Supplement Companies (DTC)

## 6.2.2. Dieticians &amp; Nutritionists

## 6.2.3. Others

**CHAPTER 7. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET BY APPLICATION (2022-2032)**

## 7.1. Segment Dashboard

## 7.2. Global Personalized Testing &amp; Supplements Market: Application Revenue Trend Analysis, 2022 &amp; 2032 (USD Million/Billion)

## 7.2.1. General Health &amp; Wellness

## 7.2.2. Deficiency Management

## 7.2.3. Others

**CHAPTER 8. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET BY REGION (2022-2032)**

## 8.1. North America Personalized Testing &amp; Supplements Market

## 8.1.1. U.S. Personalized Testing &amp; Supplements Market

## 8.1.2. Canada Personalized Testing &amp; Supplements Market

## 8.1.3. Mexico Personalized Testing &amp; Supplements Market

## 8.2. Europe Personalized Testing &amp; Supplements Market

## 8.2.1. U.K. Personalized Testing &amp; Supplements Market

## 8.2.2. Germany Personalized Testing &amp; Supplements Market

## 8.2.3. France Personalized Testing &amp; Supplements Market

- 8.2.4. Italy Personalized Testing & Supplements Market
- 8.2.5. Spain Personalized Testing & Supplements Market
- 8.2.6. Rest of Europe Personalized Testing & Supplements Market
- 8.3. Asia-Pacific Personalized Testing & Supplements Market
  - 8.3.1. China Personalized Testing & Supplements Market
  - 8.3.2. Japan Personalized Testing & Supplements Market
  - 8.3.3. India Personalized Testing & Supplements Market
  - 8.3.4. Australia Personalized Testing & Supplements Market
  - 8.3.5. South Korea Personalized Testing & Supplements Market
  - 8.3.6. Rest of Asia Pacific Personalized Testing & Supplements Market
- 8.4. Latin America Personalized Testing & Supplements Market
  - 8.4.1. Brazil Personalized Testing & Supplements Market
  - 8.4.2. Argentina Personalized Testing & Supplements Market
  - 8.4.3. Rest of Latin America Personalized Testing & Supplements Market
- 8.5. Middle East & Africa Personalized Testing & Supplements Market
  - 8.5.1. Saudi Arabia Personalized Testing & Supplements Market
  - 8.5.2. South Africa Personalized Testing & Supplements Market
  - 8.5.3. UAE Personalized Testing & Supplements Market
  - 8.5.4. Rest of Middle East & Africa Personalized Testing & Supplements Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

- 9.1. Key Company SWOT Analysis
  - 9.1.1. Viome
  - 9.1.2. Thorne
  - 9.1.3. DSM Nutritional Products AG
- 9.2. Top Market Strategies
- 9.3. Company Profiles

## **CHAPTER 10. RESEARCH PROCESS**

- 10.1. Data Mining
- 10.2. Market Estimation
- 10.3. Validation
- 10.4. Publishing

## List Of Tables

### LIST OF TABLES

**1. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET, REPORT SCOPE**

**2. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET ESTIMATES & FORECASTS BY REGION (2022-2032)**

**3. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET ESTIMATES & FORECASTS BY SERVICE (2022-2032)**

**4. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET ESTIMATES & FORECASTS BY SERVICE PROVIDER (2022-2032)**

**5. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET ESTIMATES & FORECASTS BY APPLICATION (2022-2032)**

**6. KEY MARKET DEVELOPMENTS & COMPANY INVESTMENTS**

**7. PORTER'S FIVE FORCES ANALYSIS**

This list is not complete; the final report contains more than 100 tables. The list may be updated in the final deliverable.

## List Of Figures

### LIST OF FIGURES

**1. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET, RESEARCH METHODOLOGY**

**2. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET, MARKET ESTIMATION TECHNIQUES**

**3. GLOBAL MARKET SIZE ESTIMATES & FORECAST METHODS**

**4. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET, KEY TRENDS 2023**

**5. GLOBAL PERSONALIZED TESTING & SUPPLEMENTS MARKET, GROWTH PROSPECTS 2022-2032**

This list is not complete; the final report contains more than 50 figures. The list may be updated in the final deliverable.

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