

# **Personalized Nutrition Market Size, Share, and Analysis, By Product (Standard Measurement and Active Measurement), By Application (Standard Supplement, Disease Based and Sports Nutrition), By End User (Direct-to-consumers, Wellness & Fitness Centres, Hospitals & Clinics and Institutions), By Forms (Tablets, Capsules, Liquids, Powder and Others) and By Region (North America, Europe, Asia-Pacific, And Rest of the World) And Regional Forecast 2024-2034**

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## **Abstracts**

Personalized Nutrition Market Size, Share, and Analysis, By Product (Standard Measurement and Active Measurement), By Application (Standard Supplement, Disease Based and Sports Nutrition), By End User (Direct-to-consumers, Wellness & Fitness Centres, Hospitals & Clinics and Institutions), By Forms (Tablets, Capsules, Liquids, Powder and Others) and By Region (North America, Europe, Asia-Pacific, And Rest of the World) And Regional Forecast 2024-2034

## **PRODUCT OVERVIEW**

The market for Personalized Nutrition is expected to expand at a compound annual growth rate (CAGR) of 14.8% from 2024 to 2034. Initially valued at USD 12.2 billion in 2023, it is forecasted to grow to USD 55.7 billion by the end of 2034.

Personalized nutrition involves adapting dietary advice, food choices, and nutritional

interventions to individual features such as genetics, health status, and personal preferences. Its purpose is to provide individualized recommendations that help in optimizing an individual's well-being by addressing their nutritional needs. This approach includes the use of advanced technologies like genetic testing, analytics, and blood analysis to gather information about an individual's physiology and metabolism. Personalized Nutrition has itself become a significant sector within the wellness industry, offering various products and services designed to meet consumers' nutritional needs. This trend of personalization is being motivated by rising consumer awareness and desire for dietary habits that exactly match their health goals and lifestyle preferences.

## MARKET HIGHLIGHTS

Personalized Nutrition Market is anticipated to reach USD 55.7 billion, growing at a CAGR of 14.8% during the forecast period due to the advances in technology, particularly in genomics and biotechnology, allowing for more precise and individualized dietary recommendations. There has been a rising awareness among different set of consumers becoming more aware of the benefits of personalized nutrition in preventing and managing chronic diseases , which has been an essential growth factor. The growing frequency of lifestyle-related health problems including obesity and diabetes stresses the importance of individualized nutritional routines. As digital health platforms become more user-friendly and accessible, more people are expected to adapt personalized dietary solutions. In future, the increasing integration of AI and machine learning will improve the accuracy and effectiveness of personalized nutrition, ensuring its expansion and relevance in the future health and wellness environment.

### Personalized Nutrition Market Segments:

By Product

Standard Measurement

Active Measurement

By Application

Standard Supplement

Disease Based

Sports Nutrition

By End User

Direct-to-consumers

Wellness & Fitness Centres

Hospitals & Clinics

Institutions

By Forms

Tablets

Capsules

Liquids

Powder

Others

## MARKET DYNAMICS

### Growth Drivers

Increasing shift in consumer preferences towards better products due to health awareness is enhancing market growth

Growing interest in personalized nutrition is fuelled by individuals' aspirations for more tailored fitness goals

### Restraint

Limited accessibility to the personalized plans due to their expensive price barriers are

acting as a barrier towards growth prospects

### Key Players

Amway

DNAfit

Superior Supplement

Nutrigenomix Inc.

Viome

Nutrigenetics Unlimited

Genomelink

23andMe

GX Sciences

Habit

DayTwo

Zipongo

Habit

Herbalife Nutrition

GenomeSmart

Other Prominent Players (Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis)

Global Laboratory Temperature Control Units Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa and Rest of MENA

#### Reasons to Purchase this Report

Qualitative and quantitative analysis of the market based on segmentation involving both economic as well as non-economic factors

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry with respect to recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market of various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

3-month post-sales analyst support.

## Contents

### **1.EXECUTIVE SUMMARY**

- 1.1. Regional Market Share
- 1.2.Business Trends
- 1.3. Personalized Nutrition Market: COVID-19 Outbreak
- 1.4. Regional Trends
- 1.5. Segmentation Snapshot

### **2. RESEARCH METHODOLOGY**

- 2.1.Research Objective
- 2.2. Research Approach
- 2.3. Data Sourcing and Methodology
- 2.4.Primary Research
- 2.5.Secondary Research
  - 2.5.1.Paid Sources
  - 2.5.2. Public Sources
- 2.6. Market Size Estimation and Data Triangulation

### **3. MARKET CHARACTERISTICS**

- 3.1.Market Definition
- 3.2.Personalized Nutrition Market: COVID-19 Impact
- 3.3. Key Segmentations
- 3.4.Key Developments
- 3.5.Allied Industry Data

### **4.PERSONALIZED NUTRITION MARKET – INDUSTRY INSIGHTS**

- 4.1. Industry Segmentation
- 4.2.COVID-19 overview on world economy
- 4.3.Industry ecosystem Channel analysis
- 4.4.Innovation & Sustainability

### **5. MACROECONOMIC INDICATORS**

### **6. RECENT DEVELOPMENTS**

## **7. MARKET DYNAMICS**

- 7.1.Introduction
- 7.2. Growth Drivers
- 7.3. Market Opportunities
- 7.4.Market Restraints
- 7.5. Market Trends

## **8.RISK ANALYSIS**

## **9. MARKET ANALYSIS**

- 9.1.Porters Five Forces
- 9.2. PEST Analysis
  - 9.2.1.Political
  - 9.2.2. Economic
  - 9.2.3. Social
  - 9.2.4. Technological

## **10.PERSONALIZED NUTRITION MARKET**

- 10.1.Overview
- 10.2. Historical Analysis (2019-2022)
  - 10.2.1. Market Size, Y-o-Y Growth (%) and Market Forecast

## **11. PERSONALIZED NUTRITION MARKET SIZE & FORECAST 2024A-2034F**

- 11.1. Overview
- 11.2.Key Findings
- 11.3.Market Segmentation
  - 11.3.1.By Product
    - 11.3.1.1. Standard Measurement
      - 11.3.1.1.1.By Value (USD Million) 2024-2034F
      - 11.3.1.1.2. Market Share (%) 2024-2034F
      - 11.3.1.1.3. Y-o-Y Growth (%) 2024-2034F
    - 11.3.1.2.Active Measurement
      - 11.3.1.2.1. By Value (USD Million) 2024-2034F
      - 11.3.1.2.2.Market Share (%) 2024-2034F



- 11.3.1.2.3.Y-o-Y Growth (%) 2024-2034F
- 11.3.2. By Application
  - 11.3.2.1.Standard Supplement
    - 11.3.2.1.1. By Value (USD Million) 2024-2034F
    - 11.3.2.1.2.Market Share (%) 2024-2034F
    - 11.3.2.1.3.Y-o-Y Growth (%) 2024-2034F
  - 11.3.2.2. Disease Based
    - 11.3.2.2.1.By Value (USD Million) 2024-2034F
    - 11.3.2.2.2. Market Share (%) 2024-2034F
    - 11.3.2.2.3. Y-o-Y Growth (%) 2024-2034F
  - 11.3.2.3. Sports Nutrition
    - 11.3.2.3.1.By Value (USD Million) 2024-2034F
    - 11.3.2.3.2. Market Share (%) 2024-2034F
    - 11.3.2.3.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.3.By End User
  - 11.3.3.1.Direct-to-consumers
    - 11.3.3.1.1. By Value (USD Million) 2024-2034F
    - 11.3.3.1.2.Market Share (%) 2024-2034F
    - 11.3.3.1.3.Y-o-Y Growth (%) 2024-2034F
  - 11.3.3.2. Wellness & Fitness Centers
    - 11.3.3.2.1.By Value (USD Million) 2024-2034F
    - 11.3.3.2.2. Market Share (%) 2024-2034F
    - 11.3.3.2.3. Y-o-Y Growth (%) 2024-2034F
  - 11.3.3.3. Hospitals & Clinics
    - 11.3.3.3.1.By Value (USD Million) 2024-2034F
    - 11.3.3.3.2. Market Share (%) 2024-2034F
    - 11.3.3.3.3. Y-o-Y Growth (%) 2024-2034F
  - 11.3.3.4. Institutions
    - 11.3.3.4.1.By Value (USD Million) 2024-2034F
    - 11.3.3.4.2. Market Share (%) 2024-2034F
    - 11.3.3.4.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4.By Forms
  - 11.3.4.1.Tablets
    - 11.3.4.1.1. By Value (USD Million) 2024-2034F
    - 11.3.4.1.2.Market Share (%) 2024-2034F
    - 11.3.4.1.3.Y-o-Y Growth (%) 2024-2034F
  - 11.3.4.2. Capsules
    - 11.3.4.2.1.By Value (USD Million) 2024-2034F
    - 11.3.4.2.2. Market Share (%) 2024-2034F

- 11.3.4.2.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4.3. Liquids
  - 11.3.4.3.1. By Value (USD Million) 2024-2034F
  - 11.3.4.3.2. Market Share (%) 2024-2034F
  - 11.3.4.3.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4.4. Powder
  - 11.3.4.4.1. By Value (USD Million) 2024-2034F
  - 11.3.4.4.2. Market Share (%) 2024-2034F
  - 11.3.4.4.3. Y-o-Y Growth (%) 2024-2034F
- 11.3.4.5. Others
  - 11.3.4.5.1. By Value (USD Million) 2024-2034F
  - 11.3.4.5.2. Market Share (%) 2024-2034F
  - 11.3.4.5.3. Y-o-Y Growth (%) 2024-2034F

## **12. NORTH AMERICA PERSONALIZED NUTRITION MARKET SIZE & FORECAST 2024A-2034F**

- 12.1. Overview
- 12.2. Key Findings
- 12.3. Market Segmentation
  - 12.3.1. By Product
  - 12.3.2. By Application
  - 12.3.3. By End user
  - 12.3.4. By Forms
- 12.4. Country
  - 12.4.1. United States
  - 12.4.2. Canada

## **13. EUROPE PERSONALIZED NUTRITION MARKET SIZE & FORECAST 2024A-2034F**

- 13.1. Overview
- 13.2. Key Findings
- 13.3. Market Segmentation
  - 13.3.1. By Product
  - 13.3.2. By Application
  - 13.3.3. By End user
  - 13.3.4. By Forms
- 13.4. Country

- 13.4.1. Germany
- 13.4.2. United Kingdom
- 13.4.3. France
- 13.4.4. Italy
- 13.4.5. Spain
- 13.4.6. Russia
- 13.4.7. Rest of Europe (BENELUX, NORDIC, Hungary, Turkey & Poland)

## **14.ASIA-PACIFIC PERSONALIZED NUTRITION MARKET SIZE & FORECAST 2024A-2034F**

- 14.1. Overview
- 14.2. Key Findings
- 14.3. Market Segmentation
  - 14.3.1. By Product
  - 14.3.2. By Application
  - 14.3.3. By End user
  - 14.3.4. By Forms
- 14.4. Country
  - 14.4.1. India
  - 14.4.2. China
  - 14.4.3. South Korea
  - 14.4.4. Japan
  - 14.4.5. Rest of APAC

## **15.MIDDLE EAST AND AFRICA PERSONALIZED NUTRITION MARKET SIZE & FORECAST 2024A-2034F**

- 15.1. Overview
- 15.2. Key Findings
- 15.3. Market Segmentation
  - 15.3.1. By Product
  - 15.3.2. By Application
  - 15.3.3. By End user
  - 15.3.4. By Forms
- 15.4. Country
  - 15.4.1. Israel
  - 15.4.2. GCC
  - 15.4.3. North Africa

15.4.4.South Africa

15.4.5. Rest of Middle East and Africa

## **16. LATIN AMERICA PERSONALIZED NUTRITION MARKET SIZE & FORECAST 2024A-2034F**

16.1.Overview

16.2. Key Findings

16.3. Market Segmentation

16.3.1.By Product

16.3.2. By Application

16.3.3. By End user

16.3.4. By Forms

16.4.Country

16.4.1. Mexico

16.4.2. Brazil

16.4.3. Rest of Latin America

## **17. COMPETITIVE LANDSCAPE**

17.1.Company market share, 2023

17.2. Key player overview

17.3. Key stakeholders

## **18. COMPANY PROFILES**

18.1.Amway

18.1.1.Company Overview

18.1.2.Financial Overview

18.1.3.Key Product; Analysis

18.1.4.Company Assessment

18.1.4.1.Product Portfolio

18.1.4.2.Key Clients

18.1.4.3. Market Share

18.1.4.4. Recent News & Development (Last 3 Yrs.)

18.1.4.5. Executive Team

18.2.DNAfit

18.3.Superior Supplement

18.4.Nutrigenomix Inc.

18.5.Nutrigenetics Unlimited

18.6.Genomelink

18.7.Viome

18.8. 23andMe

18.9. GX Sciences

18.10. Habit

18.11.DayTwo

18.12. Zipongo

18.13. Habit

18.14. Herbalife Nutirtion

18.15. GenomeSmart

18.16. Other Prominent Players

## **19. APPENDIX**

## **20.CONULTANT RECOMMENDATION**

## I would like to order

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