

# Global Personalized Nutrition Market 2023-2029

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## Abstracts

Personalized nutrition is an emerging field that is supported by advances in technology, such as genetic testing and data analysis tools. It involves using information about an individual's genetics, lifestyle, and food preferences to create a customized nutrition plan that is designed to optimize their health and well-being. Personalized nutrition has the potential to revolutionize the way we approach nutrition and health, by providing customized solutions that are tailored to the unique needs of each individual. According to the latest research, the global personalized nutrition market is poised to grow by USD 15.6 billion during 2023-2029, progressing at a CAGR of 15.78% during the forecast period.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global personalized nutrition market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the product, form, application, end-user, and region. The global market for personalized nutrition can be segmented by product: dietary supplements & nutraceuticals, functional foods & beverages, sports nutrigenomics, digitalized DNA. Among these, the dietary supplements & nutraceuticals segment was accounted for the highest revenue generator in 2022. Personalized nutrition market is further segmented by form: tablets, capsules, powders, liquids, others. The tablets segment is estimated to account for the largest share of the global personalized nutrition market. Based on application, the personalized nutrition market is segmented into: standard supplements, disease-based, sports nutrition. The standard supplements segment held the largest share of the global personalized nutrition market in 2022 and is anticipated to hold its

share during the forecast period. On the basis of end-user, the personalized nutrition market also can be divided into: direct consumers, wellness & fitness centers, hospitals & clinics, institutions, others. In 2022, the direct consumers segment made up the largest share of revenue generated by the personalized nutrition market.

Personalized nutrition market by region is categorized into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America.

### Market Segmentation

By product: dietary supplements & nutraceuticals, functional foods & beverages, sports nutrigenomics, digitalized DNA

By form: tablets, capsules, powders, liquids, others

By application: standard supplements, disease-based, sports nutrition

By end-user: direct consumers, wellness & fitness centers, hospitals & clinics, institutions, others

By region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The report has also analysed the competitive landscape of the global personalized nutrition market with some of the key players being BASF SE, Herbalife Nutrition Ltd., Royal DSM N.V., Nutrigenomix, Amway Corp., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

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### Scope of the Report

To analyze and forecast the market size of the global personalized nutrition market.

To classify and forecast the global personalized nutrition market based on product, form, application, end-user, region.

To identify drivers and challenges for the global personalized nutrition market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global personalized nutrition market.

To identify and analyze the profile of leading players operating in the global personalized nutrition market.

### Why Choose This Report

Gain a reliable outlook of the global personalized nutrition market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.  
Strategy consulting and research support for three months.  
Print authentication provided for the single-user license.

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BASF SE  
Herbalife Nutrition Ltd.  
Royal DSM N.V.  
Nutrigenomix  
Amway Corp.

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