

Global Nutritional Counseling and Planning Services Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Nutritional Counseling and Planning Services market size is expected to reach \$ 962 million by 2032, rising at a market growth of 5.6% CAGR during the forecast period (2026-2032).

Nutritional Counseling and Planning Services refer to professional services provided by qualified nutritionists, health managers, or related organizations. Based on an individual's or group's health status, dietary habits, lifestyle, and health goals, these services offer personalized dietary plans and behavioral interventions through systematic assessment, scientific guidance, and continuous monitoring. The core process typically includes: initial health and dietary assessment (such as body indicators, biochemical data, allergens, and activity levels), calculation of energy and nutrient requirements, development of phased dietary plans, nutrition education, and regular review and plan adjustments. Service formats include one-on-one consultations, group courses, corporate health benefits, and online remote guidance. This service is not limited to weight loss but is also widely applied in areas such as chronic disease management, maternal and child nutrition, athletic performance improvement, and digestive and immune support. Unlike general dietary advice, professional nutritional counseling services emphasize evidence-based approaches, individual differences, and sustainable behavioral change, aiming to help clients establish long-term healthy eating patterns. Furthermore, with the development of digital health tools, modern nutrition services are increasingly integrating mobile applications, wearable devices, and AI-assisted analysis to improve service accessibility, accuracy, and adherence.

Nutritional Counseling and Planning Services exhibit a differentiated development pattern globally. North America and Europe are the most mature markets, with services expanding from basic weight loss guidance to niche areas such as chronic disease

management, sports nutrition, and gut health, deeply integrated into the digital health ecosystem. The Asia-Pacific region is experiencing rapid growth, driven by the expansion of the middle class, increased health awareness, and e-commerce channels; however, service standardization and professional talent certification systems remain uneven. Latin America, the Middle East, and Africa are in the early stages of development, primarily concentrated in first-tier cities and high-end medical settings. Current market situation: Service models are rapidly shifting towards online, subscription-based, and AI-assisted models, with wearable devices and continuous glucose monitoring technologies driving personalized planning capabilities. Future trends: First, the rise of precision nutrition based on genes and metabolic markers; second, increased demand for services from enterprises (employee health, insurance partnerships); and third, virtual nutritional counseling and remote monitoring becoming mainstream delivery methods. Major obstacles: A shortage and uneven distribution of professional nutritionists, insufficient consumer trust and compliance, an inadequate service payment system (most regions are not covered by medical insurance), and the difficulty in scientific standardization due to chaotic market information. Dynamic trends: The industry is driving standardization, certification and evidence-based practices, while the integration of technology and professional services will reduce delivery costs and increase accessibility.

This report studies the global Nutritional Counseling and Planning Services demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Nutritional Counseling and Planning Services, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Nutritional Counseling and Planning Services that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Nutritional Counseling and Planning Services total market, 2021-2032, (USD Million)

Global Nutritional Counseling and Planning Services total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Nutritional Counseling and Planning Services total market, key domestic companies, and share, (USD Million)

Global Nutritional Counseling and Planning Services revenue by player, revenue and market share 2021-2026, (USD Million)

Global Nutritional Counseling and Planning Services total market by Type, CAGR, 2021-2032, (USD Million)

Global Nutritional Counseling and Planning Services total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Nutritional Counseling and Planning Services market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Zoe Global, DNAFit, Baze, Habit food personalized, LLC, Helix, Noom, Foodsmart, Culina Health, Nourish, Fay, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Nutritional Counseling and Planning Services market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Nutritional Counseling and Planning Services Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Nutritional Counseling and Planning Services Market, Segmentation by Type:

Nutrition Coaching & Consulting

Diet Management & Meal Planning

Nutrition Screening & Testing

Global Nutritional Counseling and Planning Services Market, Segmentation by Target:

Weight Management

Nutritional Management for Chronic Diseases

Sports Nutrition

Nutrition for Special Populations

Clinical Enteral/Parenteral Nutrition Support

Global Nutritional Counseling and Planning Services Market, Segmentation by Service Period:

Short-Term (2-8 Weeks)

Medium-to-Long-Term (3-12 Months)

Long-Term (?12 Months)

On Demand

Global Nutritional Counseling and Planning Services Market, Segmentation by

Application:

Individuals/Consumers

Businesses/Groups

Clinical/Medical

Companies Profiled:

Zoe Global

DNAFit

Baze

Habit food personalized, LLC

Helix

Noom

Foodsmart

Culina Health

Nourish

Fay

Oviva

MyHealthChecked

Nutrium

Sidekick Health

AskAt

Bohee

Qingjia

YouAyu

MyDNA

Doherty Nutrition

AM Nutrition Services

Anderson's Nutrition

Dietary Solutions

AIM Services

Key Questions Answered

1. How big is the global Nutritional Counseling and Planning Services market?
2. What is the demand of the global Nutritional Counseling and Planning Services market?
3. What is the year over year growth of the global Nutritional Counseling and Planning Services market?
4. What is the total value of the global Nutritional Counseling and Planning Services market?
5. Who are the Major Players in the global Nutritional Counseling and Planning Services market?
6. What are the growth factors driving the market demand?

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