

# Age-Specific Personalized Nutrition Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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## Abstracts

The Global Age-Specific Personalized Nutrition Market was valued at USD 10.9 billion in 2024 and is estimated to grow at a CAGR of 17.2% to reach USD 53.1 billion by 2034.

The increasing awareness of the connection between diet, lifestyle, and long-term health outcomes is driving demand for tailored nutrition solutions across all age groups. According to the World Health Organization (WHO), nearly 74% of global deaths are linked to non-communicable diseases, underscoring the urgent need for preventive healthcare measures. Consumers are increasingly adopting customized nutrition plans to enhance immunity, improve energy levels, and maintain overall metabolic health. The growing field of nutrigenomics and advancements in biotechnology are reshaping how nutrition is personalized based on age and physiology. Ongoing research funded by the National Institutes of Health (NIH) into genetics and microbiomes is helping uncover how genes affect nutrient metabolism and absorption. The use of genetic testing and microbiome-based assessments enables individuals to create diet plans tailored to their biological composition, further advancing the concept of precision nutrition and personalized health management.

Health authorities such as the Centers for Disease Control and Prevention (CDC) and the World Health Organization continue to emphasize the vital role of nutrition in reducing obesity, diabetes, and cardiovascular risks. Governments worldwide are investing in nutrition education, clearer food labeling, and public health initiatives to encourage healthier dietary habits and lifestyle choices. These initiatives are driving greater awareness and adoption of personalized nutrition products and services among consumers seeking targeted wellness solutions.

The metabolic health and weight management segment accounted for USD 2.4 billion in 2024. This segment's growth is fueled by rising obesity rates, increasing cases of diabetes, and lifestyle-related metabolic disorders. Consumers are turning toward individualized diet plans, nutritional supplements, and digital health platforms to maintain healthy weight levels and improve metabolic function. The integration of artificial intelligence and wearable devices into nutrition monitoring allows for real-time tracking of metabolic activity, resulting in more accurate, data-driven, and accessible personalized nutrition plans for users seeking better health outcomes.

The dietary supplements segment generated USD 4.9 billion in 2024. The growing consumer demand for easy and effective nutrient delivery systems is boosting this segment's expansion. Personalized supplements targeting specific age groups and health needs, including immune, metabolic, and cognitive health, are witnessing rapid adoption. The use of DNA and microbiome testing combined with AI-driven recommendation systems is revolutionizing supplement formulation and dosage precision, ensuring that consumers receive highly individualized products aligned with their unique biological requirements.

North America Age-Specific Personalized Nutrition Market captured 44.6% share in 2024, with the United States leading in consumer spending on health and wellness. The country's advanced biotechnology infrastructure, widespread use of digital health solutions, and high prevalence of chronic conditions are accelerating the adoption of personalized nutrition. Consumers are increasingly turning to science-backed and technology-enabled health products to manage long-term wellness. The U.S. also benefits from a favorable regulatory environment and strong consumer confidence in evidence-based nutrition, driving robust growth through both e-commerce and traditional retail channels.

Key companies shaping the Age-Specific Personalized Nutrition Market landscape include Kerry Group PLC, Herbalife Nutrition Ltd., Nutrigenomix, Viome Life Sciences, Bioniq, DSM-Firmenich, Unilever PLC, Zeon Lifesciences Ltd., Abbott, Bright Green Partners, Amway Corporation, Glanbia PLC, Nestlé S.A., and Danone S.A. Leading companies in the Age-Specific Personalized Nutrition Market are implementing a range of strategies to strengthen their global presence. Many are investing heavily in research and development to advance nutrigenomic technologies and enhance data-driven product customization. Strategic collaborations with biotechnology firms and digital health startups are expanding access to genetic and microbiome insights for more precise nutrition planning. Companies are also focusing on launching AI-based

platforms and subscription-based models to improve user engagement and retention. Expanding product portfolios with tailored supplements and functional foods designed for specific age groups remains a core strategy.

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