

DNA-Based Customized Vitamin Formulations Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global DNA-Based Customized Vitamin Formulations Market was valued at USD 520 million in 2024 and is estimated to grow at a CAGR of 16.4% to reach USD 2.4 billion by 2034.

The growth is fueled by advancements in genetic testing technologies and rising consumer awareness of personalized health, driven in part by the prevalence of chronic diseases that benefit from tailored nutritional approaches. Although still a niche sector, it is expanding alongside the broader personalized nutrition market. Affordable and accessible genetic testing has attracted new consumers, while digital health infrastructure growth in emerging regions offers untapped potential. End-to-end personalized nutrition platforms, from genetic testing to supplement delivery and health tracking, create premium offerings and cross-selling opportunities. With millions of adults consuming dietary supplements globally, the market has considerable room for expansion, supported by wellness ecosystems that integrate genetic insights into preventive health strategies, nutrition planning, and overall lifestyle optimization.

The single-nucleotide polymorphism (SNP) testing segment held a 57.8% share and is projected to grow at a CAGR of 14.9% through 2034. SNP analysis is cost-effective, clinically validated, and highly precise in linking genetic variants to nutrient metabolism. With mature technology, growing variant panels, and improved interpretation methods, SNP-based approaches continue to gain traction in consumer-focused nutrition markets.

The vitamin deficiency assessment segment held 43.5% share in 2024 and is expected to grow at a CAGR of 16.1% from 2025 to 2034. Assessing vitamin deficiencies

provides critical insights into an individual's genetic predisposition for nutrient absorption and utilization, forming the backbone of preventive health protocols. Rising awareness of the genetic factors influencing vitamin status drives adoption among consumers and healthcare providers seeking predictive and accurate nutrition planning.

North America DNA-Based Customized Vitamin Formulations Market held a 44.2% share in 2024. The region benefits from advanced healthcare infrastructure, high consumer awareness, and a supportive regulatory environment. Acceptance of direct-to-consumer genetic testing has driven adoption, and preventive health approaches are increasingly integrated into clinical practice. Strong venture capital funding for personalized nutrition startups further accelerates market growth.

Key companies in the Global DNA-Based Customized Vitamin Formulations Market include Persona Nutrition, Routine, Viome Life Sciences, GenoPalate, Habit (Campbell Soup Company), Nutrigenomix Inc., 23andMe Inc., Care/of, Season Health, InsideTracker, DNAfit (Prenetics), Bioniq, Mapmygenome, Xcode Life, and Avesthagen. Companies in the DNA-Based Customized Vitamin Formulations Market focus on expanding product offerings, integrating advanced genetic testing, and leveraging AI-driven nutrition insights. Partnerships with healthcare providers, fitness platforms, and wellness ecosystems improve credibility and customer access. Direct-to-consumer sales models and digital platforms enhance user engagement and convenience. Marketing efforts emphasize personalization, preventive health benefits, and scientifically validated recommendations to build trust.

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