

# **Nutrigenomics-Based Personalized Supplements Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034**

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## **Abstracts**

The Global Nutrigenomics-Based Personalized Supplements Market was valued at USD 1.6 billion in 2024 and is estimated to grow at a CAGR of 15.8% to reach USD 6.7 billion by 2034.

This significant growth is driven by breakthroughs in genomic science, the increasing use of AI-based diagnostics, and the rising shift toward preventive health solutions. Personalized nutrition, supported by DNA analysis and digital health platforms, is becoming increasingly mainstream as health-conscious consumers seek tailored wellness strategies. The reduced cost of sequencing and growing availability of at-home genetic testing are accelerating the adoption of these personalized solutions. As genetic literacy improves and awareness spreads, consumers are becoming more engaged with platforms that offer customized supplements based on individual genetic profiles. This shift is fueling demand for direct-to-consumer nutrigenomics services and creating new business opportunities for digital-first supplement companies. Additionally, innovation across platforms using AI and machine learning for interpreting DNA markers is enabling companies to deliver precise nutritional formulas while also enhancing the user experience through mobile integration and real-time analytics.

The genetic testing kits and reagents segment held a 35% share in 2024. This dominance stems from the central role genetic data plays in enabling accurate personalization. Without collecting and analyzing genomic information, personalized nutrition interventions cannot be designed. Improvements in microarray platforms, saliva-based test kits, and SNP-specific panels are making these tools more accessible and user-friendly for home use. These advancements are pushing wider adoption across a broader consumer base, laying the groundwork for highly tailored health strategies.

The obesity and weight management segment held a 24.2% share in 2024, emerging as the leading application area within the space. This is largely influenced by the rising global prevalence of obesity, which affects more than a billion adults worldwide. As more consumers turn to science-backed solutions, nutrigenomics is gaining attention for its ability to pinpoint metabolic inefficiencies through genetic markers. By evaluating key variants linked to fat storage, energy usage, and appetite regulation, supplement brands are offering highly targeted interventions to help users better manage weight based on their unique biology.

U.S. Nutrigenomics-Based Personalized Supplements Market generated USD 497.6 million in 2024. The United States leads this space due to its early embrace of consumer genetics, advanced healthcare infrastructure, and a thriving wellness culture. Both established players and emerging startups are driving innovation by merging genetic science with digital nutrition platforms. The competitive ecosystem and growing consumer interest in tech-driven health solutions are helping shape the U.S. as a global leader in personalized supplementation.

Key companies operating in the Global Nutrigenomics-Based Personalized Supplements Market include GenoPalate, Routine, myDNA, Nutrigenomix, Persona Nutrition, Zoe, InsideTracker, Elysium Health, DNAfit, and Sun Genomics. To establish a strong foothold in the nutrigenomics-based personalized supplements market, companies are focusing on integrating advanced genetic interpretation tools with AI and machine learning technologies. Many are expanding their product offerings through digital platforms and subscription-based models that provide continuous health monitoring and tailored nutrition. Strategic collaborations with genetic testing firms and digital health companies allow supplement brands to enhance personalization accuracy. Companies are also investing in user-friendly apps and platforms that track biometrics, dietary habits, and supplement adherence, improving long-term engagement.

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