

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

<https://marketpublishers.com/r/PF3A6717F534EN.html>

Date: October 2025

Pages: 230

Price: US\$ 4,850.00 (Single User License)

ID: PF3A6717F534EN

## Abstracts

The Global Personalized Nutrition Market was valued at USD 14.2 billion in 2024 and is estimated to grow at a CAGR of 11.4% to reach USD 41.9 billion by 2034.

The market has expanded in recent years due to advancements in genomics, digital health platforms, and an increasing emphasis on tailored wellness solutions. The rising interest in nutrigenomics and microbiome-focused diets highlights the growing intersection between scientific research and commercial innovation. The pandemic significantly accelerated the adoption of personalized health approaches as individuals sought immune-supportive and preventive nutrition solutions. Personalized wellness services are increasingly integrating real-time data analytics, genetic testing, and biometric tracking to deliver adaptive and precise nutritional recommendations. The combination of AI-based platforms, smart wearables, and mobile applications is transforming how consumers monitor and manage their health, encouraging a shift toward proactive and data-driven wellness management. The global trend toward self-quantification, convenience, and customization continues to strengthen demand for solutions that offer personalized insights and measurable results in daily nutrition and health routines.

The personalized nutrition plans segment reached USD 3 billion in 2024 and is forecast to grow at a CAGR of 12% during 2025–2034. This expansion is driven by increasing consumer adoption of digital tracking tools, DNA and microbiome testing, and subscription-based meal and supplement programs. Smart nutrition platforms now integrate user data to offer customized diet guidance, functional foods, and supplements designed to target specific health needs. The growing use of AI-powered planning systems allows real-time dietary adjustments, improving adherence and results

for consumers pursuing precision nutrition solutions.

The artificial intelligence and machine learning segment was valued at USD 2.5 billion in 2024 and is projected to grow at a CAGR of 9.7% from 2025 to 2034. AI integration with genomics, big data, and behavioral analytics is reshaping how nutritional advice is personalized. Advanced algorithms analyze genetic profiles, microbiome compositions, and lifestyle metrics to deliver recommendations tailored to individual biological responses. The combination of connected devices, mobile apps, and wearable sensors enables users to track progress continuously, supporting adaptive and user-centric nutrition management.

North America Personalized Nutrition Market reached USD 5.4 billion in 2024. The United States leads this growth due to its strong digital health infrastructure, expanding direct-to-consumer brands, and sophisticated genomic testing capabilities. Canada is also showing notable progress, focusing on preventive healthcare and personalized wellness technologies, although its market value remains below USD 1 billion in 2024. The region's technological maturity and consumer openness to innovation continue to drive its leading position in the industry.

Major companies active in the Global Personalized Nutrition Market include Amway, Nestlé Health Science, DSM-Firmenich, Herbalife Nutrition, and Viome. To strengthen their foothold in the Personalized Nutrition Market, key players are pursuing strategies focused on digital transformation, strategic partnerships, and product innovation. Companies are expanding their AI-based analytics platforms to offer hyper-personalized nutrition insights and tailored supplement programs. Collaborations with biotech firms and digital health startups help accelerate the development of DNA- and microbiome-driven products.

## Contents

### CHAPTER 1 METHODOLOGY

- 1.1 Market scope and definition
- 1.2 Research design
  - 1.2.1 Research approach
  - 1.2.2 Data collection methods
- 1.3 Data mining sources
  - 1.3.1 Global
  - 1.3.2 Regional/Country
- 1.4 Base estimates and calculations
  - 1.4.1 Base year calculation
  - 1.4.2 Key trends for market estimation
- 1.5 Primary research and validation
  - 1.5.1 Primary sources
- 1.6 Forecast model
- 1.7 Research assumptions and limitations

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis
- 2.2 Key market trends
  - 2.2.1 Regional
  - 2.2.2 Product/service type
  - 2.2.3 Technology
  - 2.2.4 Application
  - 2.2.5 End Use
- 2.3 TAM Analysis, 2025-2034
- 2.4 CXO perspectives: Strategic imperatives
  - 2.4.1 Executive decision points
  - 2.4.2 Critical success factors
- 2.5 Future Outlook and Strategic Recommendations

### CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
  - 3.1.1 Supplier landscape
  - 3.1.2 Profit margin

- 3.1.3 Value addition at each stage
- 3.1.4 Factor affecting the value chain
- 3.1.5 Disruptions
- 3.2 Industry impact forces
  - 3.2.1 Growth drivers
  - 3.2.2 Industry pitfalls and challenges
  - 3.2.3 Market opportunities
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
  - 3.4.1 North America
  - 3.4.2 Europe
  - 3.4.3 Asia Pacific
  - 3.4.4 Latin America
  - 3.4.5 Middle East & Africa
- 3.5 Porter's analysis
- 3.6 PESTEL analysis
- 3.7 Price trends
  - 3.7.1 By region
- 3.8 Future market trends
- 3.9 Technology and Innovation landscape
  - 3.9.1 Current technological trends
  - 3.9.2 Emerging technologies
- 3.10 Patent Landscape
- 3.11 Trade statistics (Note: the trade statistics will be provided for key countries only)
  - 3.11.1 Major importing countries
  - 3.11.2 Major exporting countries
- 3.12 Sustainability and environmental aspects
  - 3.12.1 Sustainable practices
  - 3.12.2 Waste reduction strategies
  - 3.12.3 Energy efficiency in production
  - 3.12.4 Eco-friendly initiatives
- 3.13 Carbon footprint considerations

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2024**

- 4.1 Introduction
- 4.2 Company market share analysis
  - 4.2.1 By region
    - 4.2.1.1 North America

- 4.2.1.2 Europe
- 4.2.1.3 Asia Pacific
- 4.2.1.4 LATAM
- 4.2.1.5 MEA
- 4.3 Company matrix analysis
- 4.4 Competitive analysis of major market players
- 4.5 Competitive positioning matrix
- 4.6 Key developments
  - 4.6.1 Mergers & acquisitions
  - 4.6.2 Partnerships & collaborations
  - 4.6.3 New Product Launches
  - 4.6.4 Expansion Plans

## **CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY PRODUCT/SERVICE TYPE, 2025 - 2034 (USD BILLION)**

- 5.1 Key trends
- 5.2 Active measurement & assessment tools
  - 5.2.1 DNA/genetic testing kits
  - 5.2.2 Microbiome/gut health testing
  - 5.2.3 Blood biomarker analysis
  - 5.2.4 Wearable health trackers
  - 5.2.5 Mobile health apps
- 5.3 Personalized nutrition plans
  - 5.3.1 Diet and meal planning platforms
  - 5.3.2 Subscription-based nutrition services
  - 5.3.3 AI-driven nutrition recommendations
- 5.4 Personalized supplements
  - 5.4.1 Custom vitamins & minerals
  - 5.4.2 Probiotics & prebiotics
  - 5.4.3 Functional foods & beverages
  - 5.4.4 Sports nutrition
- 5.5 Personalized food products
  - 5.5.1 Customized meal kits
  - 5.5.2 Functional snacks
  - 5.5.3 Fortified foods
- 5.6 Consulting & coaching services
  - 5.6.1 Registered dietitian/nutritionist consultations
  - 5.6.2 Health and wellness coaching

### 5.6.3 Tele-nutrition services

## **CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY TECHNOLOGY, 2025 - 2034 (USD BILLION)**

- 6.1 Key trends
- 6.2 Artificial intelligence & machine learning
- 6.3 Big data analytics
- 6.4 Genomics & nutrigenomics
- 6.5 Microbiome sequencing
- 6.6 Digital health platforms
- 6.7 Mobile applications
- 6.8 Wearable devices integration
- 6.9 Blockchain for data security & traceability

## **CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY APPLICATION, 2025 - 2034 (USD BILLION)**

- 7.1 Key trends
- 7.2 General health & wellness
- 7.3 Weight management
- 7.4 Sports & fitness
- 7.5 Digestive/gut health
- 7.6 Disease prevention & management
  - 7.6.1 Diabetes
  - 7.6.2 Cardiovascular health
  - 7.6.3 Food allergies/intolerances
  - 7.6.4 Other chronic conditions
- 7.7 Healthy aging
- 7.8 Pediatric nutrition

## **CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY END USE, 2025 - 2034 (USD BILLION)**

- 8.1 Key trends
- 8.2 Direct-to-consumer (D2C)
- 8.3 Corporate wellness programs
- 8.4 Healthcare providers
- 8.5 Fitness & sports centers

- 8.6 Research & academic institutions
- 8.7 Food & beverage manufacturers
- 8.8 Pharmacies & retail stores

## **CHAPTER 9 MARKET ESTIMATES AND FORECAST, BY REGION, 2025 - 2034 (USD BILLION)**

- 9.1 Key trends
- 9.2 North America
  - 9.2.1 U.S.
  - 9.2.2 Canada
- 9.3 Europe
  - 9.3.1 Germany
  - 9.3.2 UK
  - 9.3.3 France
  - 9.3.4 Italy
  - 9.3.5 Spain
  - 9.3.6 Rest of Europe
- 9.4 Asia Pacific
  - 9.4.1 China
  - 9.4.2 India
  - 9.4.3 Japan
  - 9.4.4 Australia
  - 9.4.5 South Korea
  - 9.4.6 Rest of Asia Pacific
- 9.5 Latin America
  - 9.5.1 Brazil
  - 9.5.2 Mexico
  - 9.5.3 Argentina
  - 9.5.4 Rest of Latin America
- 9.6 Middle East & Africa
  - 9.6.1 Saudi Arabia
  - 9.6.2 South Africa
  - 9.6.3 UAE
  - 9.6.4 Rest of Middle East & Africa

## **CHAPTER 10 COMPANY PROFILES**

- 10.1 Nestl? Health Science

- 10.2 Herbalife Nutrition
- 10.3 DSM-Firmenich
- 10.4 Amway
- 10.5 Viome
- 10.6 Nutrigenomix
- 10.7 Persona Nutrition
- 10.8 Care/of
- 10.9 DayTwo
- 10.10 23andMe
- 10.11 InsideTracker
- 10.12 Noom
- 10.13 MyFitnessPal
- 10.14 Teladoc Health
- 10.15 Habit
- 10.16 FoodMarble
- 10.17 GNC Holdings
- 10.18 Bayer AG
- 10.19 Abbott Laboratories
- 10.20 Unilever

## I would like to order

Product name: Personalized Nutrition Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Product link: <https://marketpublishers.com/r/PF3A6717F534EN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PF3A6717F534EN.html>