

# **AI In Personalized Nutrition Market Size, Share & Trends Analysis Report By Type (AI Nutrition Apps, Test-based Personalization), By Application (AI-Based Meal Planning & Recommendations), By End Use, By Region, And Segment Forecasts, 2026 - 2033**

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## **Abstracts**

The global AI in personalized nutrition market size was estimated at USD 1.54 billion in 2025 and is projected to reach USD 10.21 billion by 2033, growing at a CAGR of 27.21% from 2026 to 2033. Rising prevalence of lifestyle-related and chronic diseases, advances in AI, data analytics, and omics integration, and growing consumer demand for preventive and personalized health solutions are significant factors contributing to market growth.

Moreover, the expansion of digital health ecosystems and enterprise adoption is strengthening the market environment. The increasing prevalence of lifestyle-related and chronic diseases is a key factor driving market growth. Diseases such as obesity, diabetes, cardiovascular disorders, and metabolic syndrome are closely associated with poor dietary habits and sedentary behavior. For instance, according to the International Diabetes Federation (IDF), approximately 589 million people are currently living with diabetes, with an estimated number to reach 853 million by 2050. Conventional dietary guidelines frequently fail to account for individual differences in metabolism, genetics, and health status. AI-powered nutrition platforms facilitate precise dietary interventions by analyzing biometric data, clinical records, and lifestyle information. These technologies enable early risk identification and the development of targeted nutritional recommendations.

Healthcare systems and employers are adopting personalized nutrition tools to enhance preventive care strategies. The emphasis on reducing long-term healthcare costs

through nutrition-based interventions is further accelerating market adoption. For instance, in December 2025, Avid Health partnered with Healthnix to strengthen chronic care programs for FQHCs and primary-care practices in Texas by making nutrition education and behavioral skills more accessible to patients. The partnership leverages Aavid's MagSync platform, which aggregates clinical, RPM, and SDOH data, and integrates Healthnix's Medical Nutrition Therapy tools, personalized dietitian advice, and curricula on gut-brain-pain connections.

Furthermore, the increasing availability of affordable wearable devices and at-home testing kits has expanded access to health data, supplying artificial intelligence models with longitudinal datasets for generating highly personalized recommendations. For instance, in May 2025, ?URA launched Meals and Glucose features in its ring, integrating AI-driven meal photo analysis with Stelo by Dexcom's FDA-cleared OTC glucose biosensor in the Oura App. Meals provides non-judgmental macronutrient breakdowns, protein/fiber insights, and Oura Advisor guidance for sustainable habits.

“Personalized guidance and insights are essential for helping people understand how their lifestyle choices affect their body, while also encouraging them to make informed health decisions that can improve their overall quality of life. By integrating with ?URA, we're bringing the first glucose biosensor and smart ring integration to the market, providing a one-of-a-kind and personalized metabolic health experience that allows users to better understand the link between activity, sleep, stress, nutrition, and their glucose. Through this partnership, we're once again redefining the wearable technology category in the pursuit of empowering people to take control of their health.”

- Jake Leach, executive vice president and chief operating officer at Dexcom.

Moreover, microbiome analysis of stool samples supports individualized prebiotic interventions, while digital platforms update these recommendations weekly. Thus, such technologies enable dynamic nutrition recommendations that adapt to real-time physiological and behavioral changes, thereby further driving market growth.

## Global AI In Personalized Nutrition Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global AI in personalized nutrition market report based on type, application, end use, and region:

Type Outlook (Revenue, USD Million, 2021 - 2033)

AI Nutrition Apps

Test-based personalization (DNA / Microbiome / Blood)

Device-linked metabolic platforms

Enterprise / Clinical platforms

Application Outlook (Revenue, USD Million, 2021 - 2033)

AI-Based Meal Planning & Recommendations

Nutrient & Micronutrient Analysis

Personalized Supplement Recommendations

Allergen & Food Sensitivity Identification

Health & Metabolic Monitoring

Others

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Individuals / Consumers

Fitness & Wellness Organizations

Healthcare Providers

Employers & Enterprises

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

China

Japan

India

South Korea

Australia

Thailand

Latin America

Brazil

Argentina

MEA

South Africa

Saudi Arabia

UAE

Kuwait

**This report can be delivered to the clients within 3 Business Days**

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