

Personalized Diagnostics Market Size, Share & Trends Analysis Report By Testing Type (Genetic & Nutrigenomic Testing, Microbiome Testing, Metabolic Health Testing, Micronutrient & Deficiency Testing), By Technology, By Application, By End-use, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global personalized diagnostics market size was valued at USD 12.1 billion in 2025 and is projected to grow from USD 13.4 billion in 2026 to USD 30.0 billion by 2033, at a CAGR of 12.2% from 2026 to 2033. North America dominated the market with the largest revenue share of 39.9% in 2025. The market is witnessing robust growth due to the increasing adoption of precision medicine, advancements in genomic and molecular diagnostic technologies, and the rising demand for biomarker-based testing to enable personalized treatment decisions.

Furthermore, the expanding use of companion diagnostics, growing prevalence of cancer and genetic disorders, and increasing investments in precision healthcare are expected to further accelerate market growth during the forecast period.

Global Personalized Diagnostics Market Report Segmentation

This report forecasts revenue growth at the 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 report, Grand View Research has segmented the global personalized diagnostics market report based on testing type, application, technology, end-use, and

region:

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

Genetic & Nutrigenomic Testing

Microbiome Testing

Metabolic Health Testing

Micronutrient & Deficiency Testing

Food Sensitivity & Intolerance Testing

Hormone Health Testing

Preventive Wellness & Longevity Testing

Epigenetic Age Testing

Telomere Length Analysis

Proteomics-based Aging Biomarkers

Others

Others

Technology Scope Outlook (Revenue, USD Million, 2021 - 2033)

Next-Generation Sequencing (NGS)

Immunoassays

Polymerase Chain Reaction (PCR)

Mass Spectrometry

Microarray Technology

Others

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

Personalized Nutrition

Preventive Health Screening

Weight Management

Healthy Aging & Longevity

Chronic Disease Risk Assessment

Gut Health & Microbiome Analysis

Fitness & Lifestyle Optimization

Pharmacogenomics

Others

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

Direct-to-Consumer (DTC)

Diagnostic Laboratories

Wellness & Nutrition Companies

Hospitals & Clinics

Others

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

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

Japan

China

India

Australia

Thailand

South Korea

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

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