

# Personalized Nutrition Platform Market Size, Share & Trends Analysis Report By Offering (Software/Platform, Services), By Delivery Model, By Application, By End-use, By Region, And Segment Forecasts, 2025 - 2033

<https://marketpublishers.com/r/PF7D5990E1B4EN.html>

Date: October 2025

Pages: 190

Price: US\$ 5,950.00 (Single User License)

ID: PF7D5990E1B4EN

## Abstracts

The global personalized nutrition platform market size was estimated at USD 930.0 million in 2024 and is projected to reach USD 1,926.6 million by 2033, growing at a CAGR of 8.6% from 2025 to 2033. This growth is driven by the rising prevalence of lifestyle-related chronic diseases, growing health & wellness awareness among consumers, advances in genetic, microbiome, and biomarker testing, the expansion of functional foods, nutraceuticals, and supplements, and the growing integration of AI in personalized nutrition platforms.

The rising prevalence of lifestyle-related chronic diseases such as obesity, diabetes, heart disease, and hypertension is driving the growth of the personalized nutrition platform industry. For instance, according to the World Obesity Federation, approximately 3 billion people worldwide are living with overweight or obesity. In addition, according to WHO 2024, 35 million children under the age of 5 were overweight. This growing health burden is increasing consumer awareness about the importance of tailored dietary solutions, prompting individuals to adopt personalized nutrition plans. Consequently, the demand for platforms that offer data-driven, customized nutrition guidance, meal plans, and supplement recommendations is rising, supporting the market's expansion.

The expansion of functional foods, nutraceuticals, and supplements is boosting the market growth as these products allow platforms to deliver targeted, science-backed nutrition solutions. Users get personalized diet recommendations, receive specific

supplements or fortified foods tailored to their genetic profile, health goals, or deficiencies. As demand grows for immunity boosters, gut health products, cognitive support, and other wellness-focused items, personalized nutrition platforms integrate these offerings to provide a complete, customized health solution, driving market growth.

The increasing focus on personalized nutrition product offerings is driving the growth of the personalized nutrition platform market, as consumers seek solutions tailored to their unique health needs, lifestyle, and dietary preferences. Customized supplements and wellness packs encourage greater engagement with digital nutrition platforms, while AI-driven recommendations and flexible formulations enhance personalization and convenience. In December 2024, Bioniq launched 'Bioniq Build Your Own,' a customizable supplement product allowing members to design personalized formulas by selecting from over 50 nutrients or following AI-recommended blends tailored to individual health needs and special conditions.

### Role of AI in Personalized Nutrition Platforms Market

AI plays a pivotal role in personalized nutrition platforms by analyzing individual data—including genetics, lifestyle, health conditions, and biometrics—to deliver tailored nutrition recommendations. Machine learning and predictive analytics enable the creation of customized meal plans, supplement suggestions, and wellness programs, enhancing personalization, engagement, and effectiveness. Many market players are increasingly leveraging AI to enhance platform capabilities, improve user experience, and drive adoption across diverse populations. For instance

In October 2025, Omada Health launched Meal Map, an AI-powered nutrient-categorization tool designed to enhance member engagement and meal tracking in cardiometabolic programs. The tool provides real-time, personalized nutrition guidance focused on nutrient density rather than calorie counting, helping members make informed food choices, build lasting healthy habits, and improve outcomes. Early pilot results with over 1,000 members showed increased meal engagement compared to traditional approaches.

### Global Personalized Nutrition Platform 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 study, Grand View Research has segmented the global personalized

nutrition platform market report based on offering, delivery model, application, end use, and region:

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

Software/Platform

Services

Delivery Mode Outlook (Revenue, USD Million, 2021 - 2033)

B2C (Direct-to-consumer)

B2B2C / Channel Partnerships

B2B (Enterprise)

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

Weight Management & Body Composition

Chronic Disease Management (diabetes, cardiovascular risk)

Sports & Performance Nutrition

Allergy & Intolerance Management

General Wellness / Preventive Health

Maternal & Infant Nutrition

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

Healthcare Professionals & Clinics

Fitness & Wellness Chains / Gyms

Employers / Corporate Wellness

Others

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

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

China

Japan

India

South Korea

Australia

Thailand

Latin America

Brazil

Argentina

Middle East and Africa (MEA)

South Africa

Saudi Arabia

UAE

Kuwait

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

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