

# **Personalized Testing & Supplements Market Size, Share & Trends Analysis Report By Service (Personalized Testing, Personalized Recommendations), By Application, By Service Provider, By Region, And Segment Forecasts, 2024 - 2030**

<https://marketpublishers.com/r/PF6454FF5C83EN.html>

Date: October 2024

Pages: 120

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

ID: PF6454FF5C83EN

## **Abstracts**

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### **Personalized Testing & Supplements Market Growth & Trends**

The global personalized testing & supplements market size is expected to reach USD 28.73 billion by 2030, according to a new report by Grand View Research, Inc. The market is projected to grow at a CAGR of 16.04% from 2024 to 2030. The rising consumer focus on holistic health and wellness, the global shift towards a fit and active lifestyle, the rising prevalence of obesity, and a growing interest in healthier living are anticipated to positively influence the market. The market has witnessed major advancements as several companies are providing targeted nutrition products based on age, gender, health conditions, and lifestyle. These factors are anticipated to drive revenue growth over the forecast period.

Besides, the demand for personalized testing and supplements is driven by an increase in companies offering personalized testing services. These services help discover traits related to the patient's diet, eating behaviors, and nutritional requirements, further supporting formulated supplements designed for proper metabolism and distribution of nutrients in the body.

In addition, the increasing number of personalized testing and supplements companies, growing consumption of nutritional products and expansion in the pharmaceutical industry are some of the major factors anticipated to propel market growth in the forecast period. For instance, as per the Council for Responsible Nutrition (CRN), in the U.S., more than 74% of the adult population consumes dietary supplements, of which 55% of adults are regular users of dietary supplements.

Moreover, the supplement industry is witnessing competition, and companies are opting for various marketing strategies to sustain the competition. This factor has led to rising product launches and mergers & acquisitions. Moreover, the growing competition necessitates rapid product development, and the entry of several new companies is expected to drive market growth. Such factors are expected to drive the market growth in the near future.

### Personalized Testing & Supplements Market Report Highlights

The personalized supplements segment dominated the market in 2023. The growth of the segment is fueled by the notable benefits of personalized supplements, which offer the ideal balance of nutrients tailored to an individual's specific needs, ultimately enhancing immune function.

In terms of service providers, the personalized testing and supplement companies (DTC) segment accounted for approximately 64.79% of the market share in 2023. This growth is fueled by the increasing prevalence of diseases and a strong demand for personalized supplements across various therapeutic areas, offering benefits such as enhanced energy, improved hair growth, better sleep, accelerated recovery, glowing skin, and balanced metabolism.

Based on application, the general health & wellness segment captured the largest revenue share in 2023, driven by the increasing demand for essential daily nutrients such as magnesium, vitamin C, vitamin D, and vitamin B complex. Furthermore, the general health & wellness segment provides numerous benefits that support daily nutrition and overall well-being, making it suitable for a wide range of therapeutic applications.

North America dominated the industry with a revenue share of 56.63% in 2023. This dominance is attributed to a growing aging population, an increasing demand for personalized supplements,

and heightened awareness of the benefits of supplementation, all of which have significantly contributed to market growth.

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