

Personalized Vitamins Market Size, Share & Trends Analysis Report By Application (Wellness Supplements, Disease-Based Supplements), By Dosage Form (Tablets, Capsules), By Distribution Channel, By Age Group, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Personalized Vitamins Market Growth & Trends

The global personalized vitamins market is anticipated to reach USD 9.89 billion by 2030 and grow at a CAGR of 13.15% from 2025 to 2030, according to a new report by Grand View Research, Inc. The market's growth is attributed to factors such as the increasing influence of lifestyle trends, rising awareness about nutritional gaps, the growing geriatric population, and the increasing adoption of direct-consumer models.

Consumers are increasingly rejecting one-size-fits-all solutions in favor of products that cater to their unique needs, such as allergies, dietary restrictions, and lifestyle choices, including vegan, keto, and gluten-free. Many consumers seek personalized vitamins to address specific health goals like weight management, improved energy levels, or better sleep, aligning with their unique lifestyle and wellness objectives.

Furthermore, many personalized vitamin companies provide engaging platforms where consumers complete quizzes or assessments based on factors like age, gender, activity level, dietary habits, and health goals. This interactive experience builds trust and

encourages product adoption. Additionally, subscription models such as Direct-to-consumer subscription models offer convenience by delivering vitamins tailored to specific needs directly to consumers' doors, often accompanied by regular reassessments to refine recommendations.

Moreover, advancements in technology and personalization is one of the driving factors of the personalized vitamins industry. Affordable and accessible genetic testing services, like DNA analysis, allow companies to recommend personalized nutrition plans and vitamins. For instance, in April 2023, LifeDNA began offering personalized vitamin recommendations through the analysis of data obtained from a non-invasive DNA test. By leveraging genetic insights, their program designs customized wellness routines and suggests tailored New Chapter vitamins and supplements based on each individual's unique DNA profile.

Personalized Vitamins Market Report Highlights

The disease-based supplements segment held the largest market share in 2024 based on application. The prevalence of lifestyle-related conditions and rising awareness about the role of nutrition in disease prevention and management have led consumers to adopt supplements tailored to their specific health needs.

The tablets segment dominated the market in 2024 based on dosage forms. This large share is primarily due to their numerous advantages, such as cost-effectiveness and widespread acceptance.

Based on distribution channels, the supermarkets/hypermarkets segment dominated the market in 2024. Supermarkets benefit from substantial foot traffic, making them convenient one-stop shopping destinations for consumers looking to purchase supplements simultaneously. This accessibility encourages impulse buying and increases overall sales through this distribution channel.

Based on age group, the adult segment dominated the market in 2024. The prevalence of lifestyle-related conditions like obesity, hypertension, and metabolic syndrome has increased the demand for supplements addressing these issues among adults.

The North American region dominated the market share of 37.87% in 2024. There is a growing consumer awareness regarding the importance of nutrition in overall health. Moreover, the integration of digital health technologies, including mobile apps and wearable devices, facilitates real-time health monitoring and personalized nutrition recommendations in this region.

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