

Pet Dental Health Market Size, Share & Trends Analysis Report By Animal Type (Dogs, Cats), By Type (Products, Services), By Indication (Gum Diseases, Endodontic Disease), By Distribution Channel, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Personalized Retail Nutrition And Wellness Market Growth & Trends

The global personalized retail nutrition and wellness market size is expected to reach USD 8.93 billion by 2030, registering to grow at a CAGR of 15.19% from 2024 to 2030 according to a new report by Grand View Research, Inc. The market growth can be attributed to the factors such as driving nutrition strategies, growing focus on nutrigenomics and nutrigenetics, a shift in the healthcare paradigm, and integration of data science for the development of innovative personalized nutrition.

In addition, nutrigenomics is gaining momentum owing to the rising number of studies for understanding the interrelation of nutrients with an individual's genetic make-up. For instance, in May 2020, researchers revealed the role of flavonol intake in cardiometabolic diseases with the application of systematic bioinformatics analysis. The analysis revealed genes that are involved in leukocyte adhesion, lipid metabolism, and transendothelial migration. In addition, the study also analyzed the nutrigenomic effects of the compound in intestinal cells and their role in the metabolism of circulating lipoproteins.

Moreover, the companies operating in the market for personalized retail nutrition and wellness are heavily investing in bringing innovative solutions for sufficing nutritional diet in individuals, which is further contributing to market growth. Companies are investing in enhancing technologies that can help in the development of new product lines related to microbiota, nutrition, and digital health.

For instance, in November 2020, ADM Ventures announced its investment in Seventure's Health For Life Capital (HFLC) Fund II. The company works with the Seventure team for identifying opportunities with the application of microbiome solutions for developing dietary supplements and other food and beverage applications. Hence, companies are extensively discovering and leveraging new nutritional ingredients for treating chronic diseases and common ailments.

Furthermore, the COVID-19 pandemic has a positive impact on the growth of the market for personalized retail nutrition and wellness. The demand for vitamins, minerals, and supplements is growing at an exponential rate owing to its potential role in the management of COVID-19. Several vitamins and minerals such as vitamins C, vitamin D, and zinc, have immunomodulatory functions and have a vital role in preserving physical tissue barriers. Hence, the demand for such nutrients for optimizing the immune system to prevent or lower the risk of COVID-19 infection is further contributing to the growth of the market for personalized retail nutrition and wellness.

Personalized Retail Nutrition And Wellness Market Report Highlights

The repeat recommendations segment dominated the market for personalized retail nutrition and wellness and accounted for the largest revenue share of 46.36% in 2023.

Functional foods especially protein supplements are gradually gaining prominence and are becoming an integral part of a consumer's daily diet. Hence, owing to the increasing demand for functional food products, companies are focusing on expanding their production for the functional food product portfolio.

In the fixed recommendation segment, dietary supplements and nutraceuticals sub-segment of repeat recommendations is expected to witness lucrative growth over the forecast period.

North America dominated the personalized retail nutrition and wellness market

and accounted for the largest revenue share of 41.43% in 2023. The region is expected to continue its dominance during the forecast period. The growth in this region is driven by the presence of prominent players, the launch of new products, and growing FDA approval for functional food products

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