

U.S. 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 (Adult, Geriatric), And Segment Forecasts, 2025 - 2033

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Abstracts

This report can be delivered to the clients within 2 Business Days

U.S. Personalized Vitamins Market Summary

The U.S. personalized vitamins market size was estimated at USD 1.67 billion in 2024 and is projected to reach USD 5.29 billion by 2033, growing at a CAGR of 14.32% from 2025 to 2033. This growth is driven by increasing consumer awareness of health and wellness, DNA and microbiome testing advancements, and a rising demand for customized health solutions tailored to individual nutritional needs.

U.S. Personalized Vitamins Market Report Segmentation

This report forecasts revenue growth and provides an analysis of the latest trends in each of the sub-segments from 2021 to 2033. For this report, Grand View Research has segmented the U.S. personalized vitamins market report based on application, dosage form, distribution channel, and age group:

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

Wellness Supplements

Disease-Based Supplements

Dosage Form Outlook (Revenue, USD Million, 2021 - 2033)

Tablets

Capsules

Powders

Gummies/Chewable

Liquids

Softgels

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Supermarkets/Hypermarkets

Specialty Stores

Retail Pharmacies

Online pharmacies & E-commerce site

Age Group Outlook (Revenue, USD Million, 2021 - 2033)

Pediatric

Adults

Geriatric

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