

# Personalized Nutrition Market - Forecast from 2026 to 2031

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## Abstracts

The personalized nutrition market, at a 13.27% CAGR, is projected to increase from USD 13.896 billion in 2025 to USD 29.347 billion in 2031.

The personalized nutrition market is experiencing significant expansion, transitioning from a niche concept to a dynamic sector within the broader health and wellness industry. This growth is driven by a fundamental shift in consumer awareness, technological enablement, and a growing emphasis on proactive health management. At its core, personalized nutrition involves tailoring dietary recommendations, supplement regimens, and meal plans based on individual data, moving beyond generic guidelines to strategies specific to one's genetic profile, physiological markers, lifestyle, and health objectives.

### Core Market Dynamics and Primary Growth Drivers

The market's expansion is underpinned by several interconnected drivers. Foremost is the deepening consumer understanding of the intrinsic link between diet and long-term health outcomes. Individuals are increasingly seeking to manage specific conditions, optimize athletic performance, control weight, or enhance general well-being through dietary means, fueling demand for solutions that move beyond one-size-fits-all advice. This awareness aligns with a broader trend of consumer engagement in health management, where individuals seek agency and customization in their wellness journeys.

This demand is met and amplified by significant technological advancements. The proliferation and reduced cost of various testing modalities—including genetic analysis, gut microbiome sequencing, and blood biomarker testing—provide the data foundation

for personalization. Concurrently, sophisticated platforms leveraging algorithms and machine learning can synthesize this multi-omic data with lifestyle inputs to generate actionable, individualized recommendations. This technological ecosystem enables the practical delivery of personalized nutrition at scale.

The market is further propelled by the compelling value proposition of a customized approach to dietary planning and nutrient supplementation. This methodology promises greater efficacy, relevance, and adherence compared to generic plans, as it accounts for an individual's unique metabolic responses, nutritional deficiencies, food sensitivities, and personal goals. The pursuit of optimized, targeted health outcomes through this tailored approach is a primary catalyst for market adoption across consumer segments.

### Market Landscape and Key Player Strategies

The competitive landscape features a diverse mix of entities, including subsidiaries of large food and healthcare corporations, dedicated technology startups, and wellness platforms. Key players differentiate themselves through their specific data inputs and analytical methodologies:

Nestlé Health Science (Persona Nutrition) leverages its extensive research and supply chain capabilities to offer customized vitamin and supplement packs based on health assessments.

Viome specializes in gut microbiome analysis, providing personalized food recommendations aimed at optimizing digestive and metabolic health.

DNAfit focuses on genetic testing to offer insights into metabolic traits, nutrient needs, and exercise responses for tailored diet and fitness plans.

InsideTracker utilizes blood biomarker analysis to provide data-driven nutrition and wellness interventions aimed at improving specific health and performance metrics.

Habit employs a comprehensive assessment combining blood tests, genetic analysis, and lifestyle questionnaires to build fully personalized meal plans.

This landscape indicates competition based on scientific validity, user experience, the

breadth and depth of data integration, and the clarity of actionable insights provided to the consumer.

### Geographical Outlook: European Market Prominence

Europe is anticipated to hold a notable and growing share of the global personalized nutrition market. The region's prominence is supported by several structural factors: a highly health-conscious population with a strong cultural emphasis on preventative healthcare, widespread recognition of the diet-health nexus, and a mature regulatory framework for food and supplement products that provides clarity for market development. These conditions create a receptive environment for personalized nutrition solutions to gain traction among consumers and healthcare practitioners.

### Future Trajectory and Strategic Considerations

The personalized nutrition market is poised for continued evolution and growth. The convergence of biotechnology, data analytics, and consumer digital tools will likely yield even more sophisticated and accessible personalization platforms. Future developments may include continuous monitoring via wearable sensors, advanced AI for dynamic dietary adjustments, and deeper integration with healthcare systems for condition-specific management.

For industry participants, critical success factors will include demonstrating robust scientific validation for recommendations, ensuring data privacy and security, navigating diverse regulatory landscapes, and effectively communicating complex science to consumers in a trustworthy and engaging manner. As the market matures, differentiation will increasingly depend on proven health outcomes, seamless user experience, and sustainable business models that can scale personalized offerings. The ongoing shift towards individualized health optimization suggests that personalized nutrition will remain a significant and transformative segment within the global health and wellness ecosystem.

### Key Benefits of this Report:

**Insightful Analysis:** Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

**Competitive Landscape:** Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

**Market Drivers & Future Trends:** Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

**Actionable Recommendations:** Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

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Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others.

Personalized Nutrition Market Segmentation

## By Type

Active Measurement

Standard Measurement

## By Application

Weight Management

Sports Nutrition

General Wellness

Immune Health

Digestive Health

Cardiovascular Health

Others

## By End-User

Weight Management

Sports Nutrition

General Wellness

Immune Health

Digestive Health

Cardiovascular Health

Others

## By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Others

Asia Pacific

China

India

Japan

South Korea

Indonesia

Thailand

Others

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