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Global Precision Nutrition Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Precision Nutrition market size is predicted to grow from US$ 1369 million in 2025 to US$ 2951 million in 2032; it is expected to grow at a CAGR of 11.8% from 2026 to 2032.

Precision Nutrition is a personalized approach to nutrition that uses an individual's unique genetic makeup, lifestyle, environment, and health data to create customized dietary recommendations. Rather than following a one-size-fits-all model, precision nutrition aims to optimize health, performance, and well-being by tailoring nutrition plans to the specific needs and goals of the individual. This approach often integrates scientific advancements in genomics, metabolomics, microbiome analysis, and other personalized health data to provide evidence-based dietary strategies. Precision nutrition is commonly applied in areas such as weight management, sports nutrition, chronic disease prevention, and overall health optimization, helping individuals achieve better outcomes by aligning nutrition with their biology and personal characteristics.

Key Findings

Precision Nutrition integrates genomics, biomarkers and lifestyle data to deliver individualized nutrition recommendations

Genomics-Based Precision Nutrition and biomarker-driven solutions represent major technology pathways in the market

Metabolic health management and weight management are key commercial application areas

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North America and Europe remain important markets due to advanced personalized healthcare adoption

Asia Pacific is expanding through digital health development and growing consumer interest in personalized wellness

Market Trends

Precision Nutrition is evolving from general dietary recommendations toward data-driven personalized health management. Advances in genomics, microbiome analysis, wearable devices, digital health platforms, and artificial intelligence are improving the ability to interpret complex biological and lifestyle information. The market is gradually shifting from single-factor nutrition recommendations toward integrated solutions combining genetic profiles, metabolic indicators, behavioral patterns, and continuous health monitoring. Consumer demand is also moving toward preventive healthcare, long-term wellness management, and customized nutrition products, encouraging greater integration between testing technologies, nutrition services, and personalized supplementation platforms.

Market Dynamics

Drivers

Growing awareness of preventive healthcare and personalized wellness is a major driver for Precision Nutrition adoption. Increasing consumer focus on metabolic health, weight control, healthy aging, and lifestyle-related disease prevention is creating demand for nutrition solutions based on individual characteristics rather than standardized dietary recommendations. Improvements in genetic testing, biomarker analysis, digital health infrastructure, and data analytics are further supporting broader commercialization.

Restraints

The development of Precision Nutrition is constrained by the complexity of biological data interpretation, differences in scientific validation standards, and relatively high service costs. The accuracy and practical value of personalized recommendations depend on data quality, analytical models, and continuous improvement of evidence-based nutrition knowledge. Consumer willingness to share personal health information and regulatory requirements regarding genetic and health data management also

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influence market expansion.

Opportunities

The integration of Precision Nutrition with digital health platforms, wearable devices, home testing technologies, and personalized supplements creates new growth opportunities. Healthcare systems and wellness providers are increasingly exploring individualized nutrition approaches for chronic disease management, healthy aging, and preventive care. Emerging markets in Asia Pacific also provide opportunities as consumers become more familiar with personalized health solutions.

Challenges

Long-term industry development faces challenges related to clinical evidence accumulation, standardization of recommendation models, data privacy protection, and maintaining consumer engagement. The market must continue improving the reliability and transparency of personalized nutrition recommendations to achieve broader acceptance among healthcare professionals and consumers.

Industry Chain Analysis

The Precision Nutrition value chain includes upstream biological data acquisition technologies, testing services, nutritional ingredient suppliers, analytical platforms, and digital health infrastructure. Genomic testing, blood biomarker analysis, microbiome testing, and lifestyle data collection provide the fundamental data inputs required for personalized nutrition solutions. The midstream segment focuses on data interpretation, algorithm development, nutrition assessment, personalized recommendation generation, and customer-facing digital platforms. Downstream applications extend across healthcare, wellness, sports nutrition, weight management, and consumer nutrition products. Value creation increasingly depends on the integration capability between biological data, analytical technology, nutrition science, and personalized service delivery rather than a single product component.

Segment Insights

By technology approach, Genomics-Based Precision Nutrition, Blood Biomarker-Based Precision Nutrition, and Lifestyle Data-Based Precision Nutrition represent the main market segments. Genomics-based solutions provide long-term biological characteristics for personalized recommendations, while biomarker-based solutions offer more direct insights into current metabolic and physiological conditions. Lifestyle

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data-based solutions benefit from wider accessibility through digital platforms and wearable devices. Future market development is expected to favor integrated approaches combining multiple data sources to improve recommendation accuracy and user experience.

By application, Weight Management and Metabolic Health Management represent important commercial areas due to increasing consumer demand for personalized solutions addressing obesity, metabolic disorders, and preventive health. Clinical Nutrition, Sports Nutrition, and Children's Nutrition provide additional opportunities through more specialized nutrition requirements and professional healthcare applications.

Downstream Market Opportunities

Precision Nutrition is expanding across consumer wellness, healthcare, and specialized nutrition markets. Weight management and metabolic health management represent major application opportunities as consumers seek personalized approaches for improving long-term health outcomes. Clinical nutrition applications are gaining attention in disease management and recovery scenarios, while sports nutrition and active lifestyle markets are creating demand for individualized performance-oriented nutrition strategies. The combination of personalized testing, digital platforms, and customized nutritional products is expected to strengthen commercial opportunities across multiple end-use segments.

Regional Insights

North America and Europe represent important Precision Nutrition markets due to established healthcare systems, higher consumer acceptance of personalized health services, and strong biotechnology capabilities. These regions have developed relatively mature ecosystems combining genetic testing, digital health platforms, nutrition science, and personalized wellness services. Asia Pacific is becoming a significant growth region supported by expanding healthcare digitalization, increasing health awareness, and rising demand for preventive and personalized wellness solutions. Countries with strong biotechnology industries and large consumer health markets provide favorable conditions for future Precision Nutrition development.

Competitive Landscape Analysis

The Precision Nutrition market features a diversified competitive structure involving

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biotechnology companies, nutrition solution providers, healthcare technology companies, food and nutrition groups, and testing service providers. Competition is primarily based on data acquisition capabilities, scientific validation, algorithm development, personalized recommendation accuracy, and integration of nutrition products and services. Companies with capabilities across biological testing, digital platforms, and personalized nutrition delivery are positioned to capture broader market opportunities. The industry is moving toward ecosystem-based competition, where technology integration and evidence-based personalization are becoming increasingly important.

Report Scope

LPI (LP Information)' newest research report, the “Precision Nutrition Industry Forecast” looks at past sales and reviews total world Precision Nutrition sales in 2025, providing a comprehensive analysis by region and market sector of projected Precision Nutrition sales for 2026 through 2032. With Precision Nutrition sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Precision Nutrition industry.

This Insight Report provides a comprehensive analysis of the global Precision Nutrition landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Precision Nutrition portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Precision Nutrition market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Precision Nutrition and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Precision Nutrition.

This report presents a comprehensive overview, market shares, and growth opportunities of Precision Nutrition market by product type, application, key players and key regions and countries.

Market Segmentation

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Segmentation by Type:

Genomics-Based Precision Nutrition

Blood Biomarker-Based Precision Nutrition

Lifestyle Data-Based Precision Nutrition

Others

Segmentation by Personalization Level:

Basic Personalized Nutrition

Data-Driven Personalized Nutrition

Genetic-Based Personalized Nutrition

AI-Enabled Precision Nutrition

Others

Segmentation by Metabolic Health Score:

Metabolic Health Score <40

Metabolic Health Score 40–59

Metabolic Health Score 60–79

Metabolic Health Score 80–89

Metabolic Health Score ?90

Segmentation by Application:

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- Weight Management
- Metabolic Health Management
- Diabetes Management
- Sports Nutrition
- Clinical Nutrition
- Children Nutrition
- Women's Health Nutrition
- Others

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia

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India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

ZOE Limited

Nutrigenomix Inc.

DayTwo Ltd.

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Viome Life Sciences Inc.

Habit LLC

Persona Nutrition

Care/of (Nestl? Health Science)

Baze GmbH

Nourish3d Ltd.

Wellory Inc.

Nestl? Health Science

DSM-Firmenich AG

Danone Nutricia

Meiji Holdings Co., Ltd.

Asahi Group Holdings, Ltd.

Nisshin Foods Holdings Inc.

Wondfo Biotech Co., Ltd.

BGI Health Co., Ltd.

Novogene Co., Ltd.

Berry Oncology Corporation

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