

Personalized Nutrition Market Size, Share, Trends, Analysis, and Forecast 2025-2034 | Global Industry Growth, Competitive Landscape, Opportunities, and Challenges

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Abstracts

Global Personalized Nutrition Market is valued at USD 15.6 billion in 2025. Further, the market is expected to grow at a CAGR of 13.9% to reach USD 50.2 billion by 2034.

Personalized Nutrition Market Overview

The personalized nutrition market is a rapidly growing sector within the broader health and wellness industry, driven by advancements in technology and an increasing consumer interest in tailored health solutions. Personalized nutrition refers to the practice of providing individualized dietary advice, supplements, and food recommendations based on a person's unique genetic makeup, lifestyle, health conditions, and preferences. The goal is to optimize health and wellness by addressing the specific nutritional needs of each person, rather than using a one-size-fits-all approach. Factors such as genetics, microbiome composition, activity levels, and specific health goals are considered when developing personalized nutrition plans. The market includes a wide variety of products, from personalized meal plans and supplements to specialized foods, all designed to enhance health and prevent disease. The rise of digital health platforms, which offer DNA testing, microbiome analysis, and personalized dietary recommendations, has made personalized nutrition more accessible to a wider audience. As consumers become more health-conscious and seek ways to prevent chronic diseases, the personalized nutrition market is expected to expand significantly, with increasing investments in research and technology driving innovation in this space.

In 2024, the personalized nutrition market has seen notable developments, particularly in the integration of biotechnology and digital health technologies. Advances in genetic testing, microbiome analysis, and AI-powered platforms have made it easier for consumers to receive personalized dietary recommendations based on their individual profiles. Companies are offering more sophisticated solutions that go beyond simple dietary advice, providing consumers with customized meal plans, vitamins, and supplements based on detailed health data. The use of mobile applications and wearable devices to track nutrition and activity levels is becoming increasingly common, offering users real-time insights into their dietary habits and overall health. Personalized nutrition solutions are also being incorporated into the broader healthcare system, with some healthcare providers offering personalized nutrition plans as part of their preventative care programs. Furthermore, there is a growing focus on sustainable and plant-based nutrition, with companies developing personalized plans that promote healthier, more environmentally friendly diets. The increased awareness of gut health and its impact on overall wellness has also spurred the development of personalized probiotic supplements and microbiome-focused nutrition plans, which are gaining traction in 2024.

Looking ahead to 2025 and beyond, the personalized nutrition market is expected to continue expanding, driven by technological advancements and greater consumer awareness of the importance of nutrition in overall health. Advances in artificial intelligence (AI) and machine learning are expected to play a crucial role in enhancing the personalization of nutrition plans, offering even more tailored dietary advice and supplement recommendations. The integration of personalized nutrition into mainstream healthcare systems is also expected to grow, with physicians and dietitians incorporating genetic and lifestyle data into treatment plans for conditions such as diabetes, obesity, and cardiovascular disease. As the demand for personalized nutrition grows, there will likely be a greater emphasis on using plant-based, organic, and sustainable food options to meet consumer preferences for healthier and more eco-friendly diets. Additionally, the continued growth of e-commerce and mobile health platforms will make personalized nutrition more accessible to a global audience. The ability to track nutrition in real-time through mobile apps and wearable devices will allow consumers to make more informed decisions about their diet and health, driving the next wave of growth in this market.

Key Trends in the Personalized Nutrition Market

****Advances in Genetic and Microbiome Testing:**** Personalized nutrition is increasingly relying on genetic testing and microbiome analysis to create highly tailored dietary plans

based on individual health profiles.

****AI-Powered Personalization:**** Artificial intelligence is being used to provide real-time dietary recommendations based on lifestyle data, preferences, and health goals, enhancing the personalization of nutrition plans.

****Integration with Digital Health Platforms:**** Personalized nutrition is becoming more integrated with mobile apps, wearable devices, and other digital tools that help consumers track and optimize their nutrition and wellness.

****Sustainability and Plant-Based Nutrition:**** With growing consumer interest in sustainable and plant-based diets, personalized nutrition solutions are increasingly focusing on eco-friendly and plant-based food options.

****Focus on Gut Health:**** The importance of gut health is gaining recognition, with more personalized nutrition products such as probiotics and microbiome-based plans being developed to improve overall well-being.

Key Drivers of the Personalized Nutrition Market

****Increasing Consumer Awareness of Health and Wellness:**** As more people recognize the impact of diet on overall health, there is a growing demand for personalized nutrition solutions that cater to individual needs.

****Advancements in Biotechnology and Testing Technologies:**** The rise of genetic testing, microbiome analysis, and AI-powered platforms is enabling more precise and customized dietary recommendations, driving market growth.

****Demand for Preventative Healthcare Solutions:**** With an increasing focus on preventing chronic diseases, personalized nutrition is being embraced as a key part of preventative health strategies, driving demand for tailored dietary plans.

****Evolving Consumer Preferences for Sustainable Products:**** As sustainability becomes more important to consumers, personalized nutrition solutions that focus on plant-based, organic, and eco-friendly diets are gaining traction.

Key Challenge in the Personalized Nutrition Market

****Data Privacy and Security Concerns:**** As personalized nutrition relies heavily on

collecting and analyzing sensitive health data, ensuring the privacy and security of this information remains a significant challenge for the industry.

Market Segmentation

By Product Type

Personalized Supplements

Personalized Diet Plans

Personalized Beverages

Diseases Based

By Form

Tablets

Capsules

Powder

Liquid

Other Forms

By Measurement Method

Active Measurements

Standard Measurements

By End User

Direct-To-Consumer

Wellness And Fitness Centers

Hospitals And Clinics

Institutions

Food Delivery Services

By Geography

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Spain, Italy, Rest of Europe)

Asia-Pacific (China, India, Japan, Australia, Vietnam, Rest of APAC)

The Middle East and Africa (Middle East, Africa)

South and Central America (Brazil, Argentina, Rest of SCA)

What You Receive

Global Personalized Nutrition market size and growth projections (CAGR), 2024-2034

Impact of recent changes in geopolitical, economic, and trade policies on the demand and supply chain of Personalized Nutrition.

Personalized Nutrition market size, share, and outlook across 5 regions and 27 countries, 2025- 2034.

Personalized Nutrition market size, CAGR, and Market Share of key products, applications, and end-user verticals, 2025- 2034.

Short and long-term Personalized Nutrition market trends, drivers, restraints, and opportunities.

Porter's Five Forces analysis, Technological developments in the Personalized Nutrition market, Personalized Nutrition supply chain analysis.

Personalized Nutrition trade analysis, Personalized Nutrition market price

analysis, Personalized Nutrition Value Chain Analysis.

Profiles of 5 leading companies in the industry- overview, key strategies, financials, and products.

Latest Personalized Nutrition market news and developments.

The Personalized Nutrition Market international scenario is well established in the report with separate chapters on North America Personalized Nutrition Market, Europe Personalized Nutrition Market, Asia-Pacific Personalized Nutrition Market, Middle East and Africa Personalized Nutrition Market, and South and Central America Personalized Nutrition Markets. These sections further fragment the regional Personalized Nutrition market by type, application, end-user, and country.

Who can benefit from this research

The research would help top management/strategy formulators/business/product development/sales managers and investors in this market in the following ways

1. The report provides 2024 Personalized Nutrition market sales data at the global, regional, and key country levels with a detailed outlook to 2034, allowing companies to calculate their market share and analyze prospects, uncover new markets, and plan market entry strategy.
2. The research includes the Personalized Nutrition market split into different types and applications. This segmentation helps managers plan their products and budgets based on the future growth rates of each segment
3. The Personalized Nutrition market study helps stakeholders understand the breadth and stance of the market giving them information on key drivers, restraints, challenges, and growth opportunities of the market and mitigating risks
4. This report would help top management understand competition better with a detailed SWOT analysis and key strategies of their competitors, and plan their position in the business
5. The study assists investors in analyzing Personalized Nutrition business prospects by region, key countries, and top companies' information to channel their investments.

Available Customizations

The standard syndicate report is designed to serve the common interests of Personalized Nutrition Market players across the value chain and include selective data and analysis from entire research findings as per the scope and price of the publication.

However, to precisely match the specific research requirements of individual clients, we offer several customization options to include the data and analysis of interest in the final deliverable.

Some of the customization requests are as mentioned below –

Segmentation of choice – Our clients can seek customization to modify/add a market division for types/applications/end-uses/processes of their choice.

Personalized Nutrition Pricing and Margins Across the Supply Chain, Personalized Nutrition Price Analysis / International Trade Data / Import-Export Analysis

Supply Chain Analysis, Supply–Demand Gap Analysis, PESTLE Analysis, Macro-Economic Analysis, and other Personalized Nutrition market analytics

Processing and manufacturing requirements, Patent Analysis, Technology Trends, and Product Innovations

Further, the client can seek customization to break down geographies as per their requirements for specific countries/country groups such as South East Asia, Central Asia, Emerging and Developing Asia, Western Europe, Eastern Europe, Benelux, Emerging and Developing Europe, Nordic countries, North Africa, Sub-Saharan Africa, Caribbean, The Middle East and North Africa (MENA), Gulf Cooperation Council (GCC) or any other.

Capital Requirements, Income Projections, Profit Forecasts, and other parameters to prepare a detailed project report to present to Banks/Investment Agencies.

Customization of up to 10% of the content can be done without any additional charges.

Note: Latest developments will be updated in the report and delivered within 2 to 3 working days.

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