

AI-Formulated Personalized Foods Market Forecasts to 2034 – Global Analysis By Product Type (AI-Personalized Meal Products, AI-Personalized Snacks, AI-Personalized Beverages, and AI-Personalized Supplements & Fortified Foods), Data Input, AI Technology, Nutritional Objective, Personalization Level, Business Model, End User and By Geography

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Abstracts

According to Statistics MRC, the Global AI-Formulated Personalized Foods Market is accounted for \$2.7 billion in 2026 and is expected to reach \$8.26 billion by 2034 growing at a CAGR of 14.8% during the forecast period. AI-formulated personalized foods refer to food products that are designed using artificial intelligence algorithms that analyze individual consumer data including dietary preferences, health goals, genetic information, microbiome composition, and real-time biometric data. The AI systems employ machine learning, deep learning, and predictive analytics to generate optimized recipes and nutritional profiles tailored to each individual's unique requirements. These platforms integrate data from multiple sources to continuously improve recommendations based on user feedback and outcomes. The formulations are delivered through personalized meal, snack, beverage, and supplement products.

Market Dynamics:

Driver:

Advancements in AI and Data Analytics Capabilities

The rapid advancement of artificial intelligence, machine learning, and predictive

analytics technologies is enabling the development of highly personalized food formulations based on individual biological and behavioral data. The decreasing costs of AI processing and the increasing availability of consumer health data are expanding the capabilities of personalization platforms. The growing scientific understanding of the relationship between nutrition and health outcomes is accelerating market development. The integration of AI-powered recommendation engines is enhancing the precision and effectiveness of personalized nutrition solutions.

Restraint:**Data Privacy and Security Concerns**

The collection and analysis of sensitive personal health data through AI-powered personalization platforms raises significant concerns about data privacy, security, and potential misuse. The complexity of ensuring compliance with data protection regulations across different jurisdictions can limit market growth. The risk of data breaches and the potential for unauthorized access to genetic and health information can deter consumer adoption.

Opportunity:**Integration with Wearable Technology and Real-Time Monitoring**

The growing integration of AI-formulated personalized foods with wearable devices and continuous health monitoring presents significant opportunities for real-time nutrition optimization. The development of closed-loop systems that adjust food recommendations based on biometric feedback is creating new value propositions. The increasing availability of affordable wearables and the consumer interest in data-driven health optimization are enabling broader market reach.

Threat:**Competition from Traditional Nutrition Products**

The continued availability of traditional nutrition products and generic health foods poses a competitive threat to AI-formulated personalized options. The perception of AI-based solutions as complex or unnecessary can slow adoption rates. The risk of algorithmic bias and the potential for inaccurate recommendations affecting health outcomes are ongoing concerns for industry stakeholders.

Covid-19 Impact:

The pandemic initially disrupted personalization services and reduced consumer spending on premium nutrition products. During the mid-pandemic period, the increased focus on health and immune support drove interest in data-driven nutrition solutions. Post-pandemic, the market has sustained strong growth with increased investment in digital health platforms.

The AI-personalized meal products segment is expected to be the largest during the forecast period

The AI-personalized meal products segment is expected to account for the largest market share during the forecast period, due to the strong consumer demand for complete, convenient nutrition solutions that address individual dietary needs and preferences. This segment benefits from the growing popularity of meal delivery services and the increasing availability of AI-driven personalization platforms. The continuous innovation in meal preparation and packaging further reinforces its dominance as the most widely adopted product type.

The genetic data segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the genetic data segment is predicted to witness the highest growth rate, driven by the rapid advancements in genomic analysis and the increasing integration of genetic information into personalized nutrition recommendations. The development of accessible genetic testing services and the growing understanding of nutrigenomics are expanding their application range. The rising consumer interest in DNA-based health optimization and the proven impact of genetic factors on dietary response are in turn accelerating the adoption of genetic data in AI-formulated nutrition solutions.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, due to the strong technology infrastructure, high health awareness, and the presence of major AI and nutrition companies in the United States. The availability of innovative products and supportive regulatory frameworks further reinforce the region's market leadership.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, due to the rapidly growing technology adoption, increasing health consciousness, and rising disposable incomes in countries like China, Japan, and India. The expanding digital health ecosystem and changing consumer preferences are key drivers of market growth in this region.

Key players in the market

Some of the key players in AI-Formulated Personalized Foods Market include Nestl? S.A., PepsiCo, Inc., Unilever PLC, Danone S.A., General Mills, Inc., Kraft Heinz Company, Abbott Laboratories, DSM-Firmenich AG, Thorne HealthTech, Inc., Herbalife Ltd., DayTwo Ltd., ZOE Limited, Viome Life Sciences, Personalized Nutrition Technologies, Metagenics, Inc., Amway Corporation, Noom Inc. and WW International, Inc.

Key Developments:

In August 2026, Nestl? S.A. launched an AI-powered personalized meal platform analyzing genetic and microbiome data to generate customized meal recommendations and tailored nutrition products for consumers.

In July 2026, ZOE Limited expanded its AI-driven nutrition platform by integrating real-time blood glucose monitoring, enabling optimized meal planning and personalized dietary guidance based on individual metabolic responses.

In June 2026, Danone S.A. announced a strategic collaboration with a leading AI technology company to develop personalized nutrition solutions leveraging individual health data and advanced analytics.

Product Types Covered:

Protein Products

Fiber & Digestive Health Products

Micronutrient Products

Hydration Products

Muscle & Recovery Products

Nutritional Functions Covered:

Muscle Mass Preservation

Satiety & Appetite Support

Digestive Health

Hydration Support

Micronutrient Support

Energy Support

Forms Covered:

Powders

Capsules & Tablets

Ready-to-Drink Beverages

Bars & Snacks

Gummies

Ingredients Covered:

Whey Protein

Plant-Based Protein

Collagen

Fiber

Probiotics

Prebiotics

Consumer Stages Covered:

Pre-Treatment Nutrition

Early Treatment Support

Long-Term Treatment Support

Post-Treatment Nutrition

Weight Maintenance Nutrition

General Wellness Consumers

Distribution Channels Covered:

Pharmacies & Drugstores

Supermarkets & Hypermarkets

Health & Wellness Stores

Online Retail

Clinics & Healthcare Providers

Gyms & Fitness Centers

End Users Covered:

GLP-1 Medication Users

Weight Management Consumers

Obesity Management Clinics

Healthcare Providers

Other End Users

Regions Covered:

North America

- United States
- Canada
- Mexico

Europe

- United Kingdom
- Germany
- France
- Italy
- Spain
- Netherlands
- Belgium
- Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030,

2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

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