

Healthy Eating & Nutrition Market Forecasts to 2034 – Global Analysis By Functional Foods & Beverages (Fortified Foods, Probiotic & Prebiotic Products and Omega-3 Enriched Foods), Dietary Supplements, Organic & Natural Foods, Plant-Based & Alternative Proteins, Weight Management & Meal Solutions, Sports & Performance Nutrition, Personalized Nutrition Solutions, Specialty & Free-From Foods and By Geography

<https://marketpublishers.com/r/H2428D9A7641EN.html>

Date: July 2026

Pages: 0

Price: US\$ 4,150.00 (Single User License)

ID: H2428D9A7641EN

Abstracts

According to Statistics MRC, the Global Healthy Eating & Nutrition Market is accounted for \$126.5 billion in 2026 and is expected to reach \$235.8 billion by 2034 growing at a CAGR of 8.1% during the forecast period. Healthy eating and nutrition play a crucial role in sustaining overall health and preventing long-term illnesses. A well-balanced diet consisting of fruits, vegetables, whole grains, lean proteins, and good fats supplies essential nutrients to the body. Good nutrition strengthens immunity, boosts energy, supports mental well-being, and encourages proper growth and development. Limiting intake of sugar, salt, and processed foods lowers the chances of obesity, diabetes, and cardiovascular diseases. Adequate hydration is also important for body functions. Choosing nutritious foods wisely and controlling portions help maintain lifelong health and wellness across different age groups and lifestyles globally for overall well-being.

According to WHO's Global Obesity Report (2022), more than 650 million adults worldwide are obese, driving demand for healthier diets and nutrition solutions.

Market Dynamics:

Driver:

Rising awareness of healthy lifestyle

Growing awareness of healthy living is significantly boosting the Healthy Eating & Nutrition market. People now better understand how diet impacts overall physical and mental health, which is increasing the demand for nutritious food products. Digital platforms, fitness experts, and wellness campaigns are motivating individuals to improve their eating patterns. Consumers are prioritizing foods that enhance immunity, increase energy levels, and support long-term well-being. This behavioral change is encouraging food companies to introduce healthier alternatives with clean-label formulations, less sugar, and natural components. As a result, the market is expanding rapidly across developed and developing regions globally.

Restraint:

High cost of healthy and organic foods

Expensive pricing of healthy and organic foods acts as a key limitation in the Healthy Eating & Nutrition market. Products such as organic, clean-label, and nutrient-dense foods usually cost more because of higher production expenses, certification processes, and restricted mass production. This reduces affordability for budget-conscious consumers, especially in developing countries. Consequently, many people still prefer inexpensive processed or fast food options despite being aware of health benefits. This price constraint restricts the broader adoption of nutritious diets and slows market expansion, particularly among lower- and middle-income groups, thereby hindering overall global market growth significantly.

Opportunity:

Expansion of functional and fortified foods

The rising development of functional and fortified food products offers strong growth potential for the Healthy Eating & Nutrition market. Consumers are now looking for foods that provide extra health advantages beyond basic nourishment, including immunity support, digestive health, and improved energy. This is encouraging the growth of fortified cereals, probiotic foods, protein-rich snacks, and vitamin-enhanced beverages. Food companies are actively investing in innovation and research to meet

specific health requirements. Increasing awareness of preventive healthcare and wellness is further driving this trend, allowing manufacturers to expand their offerings and attract a wider consumer base across global markets.

Threat:

Intense competition from processed and fast food industry

A key threat to the Healthy Eating & Nutrition market is the dominance of the processed and fast food sector. Fast foods are easily accessible, cost-effective, and widely promoted, making them appealing to many consumers, especially in cities. Their convenience and strong taste often override health concerns. Large food corporations invest heavily in marketing, influencing especially younger consumers' food choices. This creates strong competition for healthy food brands trying to expand their presence. Consequently, unhealthy eating habits remain widespread, limiting the adoption of nutritious alternatives and slowing the overall growth of the healthy eating and nutrition industry globally.

Covid-19 Impact:

The COVID-19 outbreak greatly influenced the Healthy Eating & Nutrition market by increasing awareness of immunity and wellness. Lockdowns encouraged consumers to adopt healthier diets, resulting in rising demand for nutritious foods, dietary supplements, and immunity-enhancing products. Temporary panic buying also increased the consumption of packaged health-oriented foods. However, disruptions in supply chains, workforce shortages, and transport limitations affected availability and raised operational costs. The foodservice sector experienced a sharp decline, while home-based consumption of healthy foods grew significantly. Overall, the pandemic accelerated healthier eating habits and strengthened the long-term growth of nutrition-focused food products across global markets.

The fortified foods segment is expected to be the largest during the forecast period

The fortified foods segment is expected to account for the largest market share during the forecast period because of their broad acceptance and consistent demand among consumers. These products are enhanced with vital vitamins, minerals, and nutrients that help meet everyday dietary gaps. Growing health consciousness and a stronger focus on preventive wellness are encouraging people to choose fortified options. They are easily accessible through retail channels and widely promoted by leading food

companies. Supportive government nutrition programs further boost their consumption. Their suitability for all age groups strengthens their dominance, making fortified foods a leading segment in the global nutrition-focused food industry overall.

The DNA-based nutrition plans segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the DNA-based nutrition plans segment is predicted to witness the highest growth rate, driven by breakthroughs in genetic science and personalized healthcare approaches. This segment relies on DNA analysis to create individualized diet recommendations that improve nutrient absorption and reduce risk of chronic diseases. Rising demand for precision wellness solutions and customized dietary guidance is boosting adoption. Integration of artificial intelligence, big data, and health analytics is improving personalization accuracy. Increasing consumer preference for tailored nutrition and preventive healthcare is further accelerating growth, positioning DNA-based nutrition as the fastest-growing and most innovative segment in the global market.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share because of strong consumer awareness regarding healthy diets and high demand for nutritious food products. The region is supported by advanced food manufacturing systems, easy availability of organic and fortified foods, and high income levels among consumers. Growing cases of lifestyle-related diseases are encouraging people to adopt healthier eating habits and functional nutrition products. The presence of major food and nutrition companies further strengthens market growth. Developed retail networks and online platforms ensure easy access to healthy food options, maintaining North America's dominant market position globally.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by urban development, rising income levels, and increasing awareness about healthy lifestyles. Consumers in the region are gradually shifting from conventional diets to more nutritious and balanced food choices. The rising burden of diseases like diabetes and obesity is encouraging demand for functional and health-focused foods. Growth of online retail channels and improved distribution networks is enhancing product availability. Supportive government programs focused on nutrition

and wellness are also contributing, positioning Asia-Pacific as the most rapidly expanding regional market globally.

Key players in the market

Some of the key players in Healthy Eating & Nutrition Market include Nestlé SA, Danone SA, Abbott Laboratories, General Mills Inc, Kellanova, PepsiCo, Unilever, FrieslandCampina, Arla Foods, Yili Group, Fresenius Kabi AG, Reckitt Benckiser Group, Bayer AG, Amway, Tata Consumer Products, ITC Ltd, Britannia Industries and Zydus Wellness.

Key Developments:

In June 2026, Nestlé is partnering with US-based biotechnology company Helaina to advance early-life nutrition. The multiyear partnership aims to understand new bioactive proteins and their role in early-life development. The Swiss company says the work will contribute to its ongoing efforts to translate scientific insights into nutrition solutions for specific health benefits.

In March 2026, Danone and Arcor announce a new chapter in their strategic alliance in Argentina, creating a joint venture focused on the local dairy market. The joint venture will also open new growth opportunities in the dairy market through its eleven production plants located in the region, where, among other products, milk, dulce de leche, cheeses, butters, creams, yogurts, and desserts are produced.

In September 2025, General Mills Inc. has introduced a new cereal offering in partnership with Hormel Black Label: Cinnamon Toast Crunch bacon-flavored cereal. Building off the success of last year's collaboration between both companies, the new limited edition cereal product combines the Cinnadust of General Mill's Cinnamon Toast Crunch cereal with the smoky flavor of Hormel's Black Label bacon.

Functional Foods & Beverages Covered:

Fortified Foods

Probiotic & Prebiotic Products

Omega-3 Enriched Foods

Dietary Supplements Covered:

Vitamins & Minerals

Herbal & Botanical Extracts

Amino Acid Supplements

Organic & Natural Foods Covered:

Organic Fruits & Vegetables

Organic Grains & Pulses

Natural Sweeteners & Oils

Plant-Based & Alternative Proteins Covered:

Plant-based Meat Substitutes

Dairy Alternatives

Legume & Pulse-based Proteins

Weight Management & Meal Solutions Covered:

Low-calorie Foods

Portion-controlled Meals

Meal Replacement Shakes & Bars

Sports & Performance Nutritions Covered:

Energy Drinks

Protein Powders

Recovery Supplements

Personalized Nutrition Solutions Covered:

DNA-based Nutrition Plans

App-driven Diet Customization

Subscription-based Nutrition Services

Specialty & Free?From Foods Covered:

Gluten-free Products

Lactose-free Products

Allergen-free Foods

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

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL HEALTHY EATING & NUTRITION MARKET, BY FUNCTIONAL FOODS & BEVERAGES

- 5.1 Fortified Foods
- 5.2 Probiotic & Prebiotic Products
- 5.3 Omega-3 Enriched Foods

6 GLOBAL HEALTHY EATING & NUTRITION MARKET, BY DIETARY SUPPLEMENTS

- 6.1 Vitamins & Minerals
- 6.2 Herbal & Botanical Extracts
- 6.3 Amino Acid Supplements

7 GLOBAL HEALTHY EATING & NUTRITION MARKET, BY ORGANIC & NATURAL FOODS

- 7.1 Organic Fruits & Vegetables
- 7.2 Organic Grains & Pulses
- 7.3 Natural Sweeteners & Oils

8 GLOBAL HEALTHY EATING & NUTRITION MARKET, BY PLANT BASED & ALTERNATIVE PROTEINS

- 8.1 Plant-based Meat Substitutes
- 8.2 Dairy Alternatives
- 8.3 Legume & Pulse-based Proteins

9 GLOBAL HEALTHY EATING & NUTRITION MARKET, BY WEIGHT MANAGEMENT & MEAL SOLUTIONS

- 9.1 Low-calorie Foods
- 9.2 Portion-controlled Meals
- 9.3 Meal Replacement Shakes & Bars

10 GLOBAL HEALTHY EATING & NUTRITION MARKET, BY SPORTS & PERFORMANCE NUTRITION

- 10.1 Energy Drinks
- 10.2 Protein Powders
- 10.3 Recovery Supplements

11 GLOBAL HEALTHY EATING & NUTRITION MARKET, BY PERSONALIZED NUTRITION SOLUTIONS

- 11.1 DNA-based Nutrition Plans
- 11.2 App-driven Diet Customization
- 11.3 Subscription-based Nutrition Services

12 GLOBAL HEALTHY EATING & NUTRITION MARKET, BY SPECIALTY & FREE FROM FOODS

- 12.1 Gluten-free Products
- 12.2 Lactose-free Products
- 12.3 Allergen-free Foods

13 GLOBAL HEALTHY EATING & NUTRITION MARKET, BY GEOGRAPHY

- 13.1 North America
 - 13.1.1 United States
 - 13.1.2 Canada
 - 13.1.3 Mexico
- 13.2 Europe
 - 13.2.1 United Kingdom
 - 13.2.2 Germany
 - 13.2.3 France
 - 13.2.4 Italy
 - 13.2.5 Spain
 - 13.2.6 Netherlands
 - 13.2.7 Belgium
 - 13.2.8 Sweden
 - 13.2.9 Switzerland
 - 13.2.10 Poland
 - 13.2.11 Rest of Europe

13.3 Asia Pacific

13.3.1 China

13.3.2 Japan

13.3.3 India

13.3.4 South Korea

13.3.5 Australia

13.3.6 Indonesia

13.3.7 Thailand

13.3.8 Malaysia

13.3.9 Singapore

13.3.10 Vietnam

13.3.11 Rest of Asia Pacific

13.4 South America

13.4.1 Brazil

13.4.2 Argentina

13.4.3 Colombia

13.4.4 Chile

13.4.5 Peru

13.4.6 Rest of South America

13.5 Rest of the World (RoW)

13.5.1 Middle East

13.5.1.1 Saudi Arabia

13.5.1.2 United Arab Emirates

13.5.1.3 Qatar

13.5.1.4 Israel

13.5.1.5 Rest of Middle East

13.5.2 Africa

13.5.2.1 South Africa

13.5.2.2 Egypt

13.5.2.3 Morocco

13.5.2.4 Rest of Africa

14 STRATEGIC MARKET INTELLIGENCE

14.1 Industry Value Network and Supply Chain Assessment

14.2 White-Space and Opportunity Mapping

14.3 Product Evolution and Market Life Cycle Analysis

14.4 Channel, Distributor, and Go-to-Market Assessment

15 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 15.1 Mergers and Acquisitions
- 15.2 Partnerships, Alliances, and Joint Ventures
- 15.3 New Product Launches and Certifications
- 15.4 Capacity Expansion and Investments
- 15.5 Other Strategic Initiatives

16 COMPANY PROFILES

- 16.1 Nestl? SA
- 16.2 Danone SA
- 16.3 Abbott Laboratories
- 16.4 General Mills Inc
- 16.5 Kellanova
- 16.6 PepsiCo
- 16.7 Unilever
- 16.8 FrieslandCampina
- 16.9 Arla Foods
- 16.10 Yili Group
- 16.11 Fresenius Kabi AG
- 16.12 Reckitt Benckiser Group
- 16.13 Bayer AG
- 16.14 Amway
- 16.15 Tata Consumer Products
- 16.16 ITC Ltd
- 16.17 Britannia Industries
- 16.18 Zydus Wellness

List Of Tables

LIST OF TABLES

Table 1 Global Healthy Eating & Nutrition Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Healthy Eating & Nutrition Market Outlook, By Functional Foods & Beverages (2023-2034) (\$MN)

Table 3 Global Healthy Eating & Nutrition Market Outlook, By Fortified Foods (2023-2034) (\$MN)

Table 4 Global Healthy Eating & Nutrition Market Outlook, By Probiotic & Prebiotic Products (2023-2034) (\$MN)

Table 5 Global Healthy Eating & Nutrition Market Outlook, By Omega-3 Enriched Foods (2023-2034) (\$MN)

Table 6 Global Healthy Eating & Nutrition Market Outlook, By Dietary Supplements (2023-2034) (\$MN)

Table 7 Global Healthy Eating & Nutrition Market Outlook, By Vitamins & Minerals (2023-2034) (\$MN)

Table 8 Global Healthy Eating & Nutrition Market Outlook, By Herbal & Botanical Extracts (2023-2034) (\$MN)

Table 9 Global Healthy Eating & Nutrition Market Outlook, By Amino Acid Supplements (2023-2034) (\$MN)

Table 10 Global Healthy Eating & Nutrition Market Outlook, By Organic & Natural Foods (2023-2034) (\$MN)

Table 11 Global Healthy Eating & Nutrition Market Outlook, By Organic Fruits & Vegetables (2023-2034) (\$MN)

Table 12 Global Healthy Eating & Nutrition Market Outlook, By Organic Grains & Pulses (2023-2034) (\$MN)

Table 13 Global Healthy Eating & Nutrition Market Outlook, By Natural Sweeteners & Oils (2023-2034) (\$MN)

Table 14 Global Healthy Eating & Nutrition Market Outlook, By Plant Based & Alternative Proteins (2023-2034) (\$MN)

Table 15 Global Healthy Eating & Nutrition Market Outlook, By Plant-based Meat Substitutes (2023-2034) (\$MN)

Table 16 Global Healthy Eating & Nutrition Market Outlook, By Dairy Alternatives (2023-2034) (\$MN)

Table 17 Global Healthy Eating & Nutrition Market Outlook, By Legume & Pulse-based Proteins (2023-2034) (\$MN)

Table 18 Global Healthy Eating & Nutrition Market Outlook, By Weight Management &

Meal Solutions (2023-2034) (\$MN)

Table 19 Global Healthy Eating & Nutrition Market Outlook, By Low-calorie Foods (2023-2034) (\$MN)

Table 20 Global Healthy Eating & Nutrition Market Outlook, By Portion-controlled Meals (2023-2034) (\$MN)

Table 21 Global Healthy Eating & Nutrition Market Outlook, By Meal Replacement Shakes & Bars (2023-2034) (\$MN)

Table 22 Global Healthy Eating & Nutrition Market Outlook, By Sports & Performance Nutrition (2023-2034) (\$MN)

Table 23 Global Healthy Eating & Nutrition Market Outlook, By Energy Drinks (2023-2034) (\$MN)

Table 24 Global Healthy Eating & Nutrition Market Outlook, By Protein Powders (2023-2034) (\$MN)

Table 25 Global Healthy Eating & Nutrition Market Outlook, By Recovery Supplements (2023-2034) (\$MN)

Table 26 Global Healthy Eating & Nutrition Market Outlook, By Personalized Nutrition Solutions (2023-2034) (\$MN)

Table 27 Global Healthy Eating & Nutrition Market Outlook, By DNA-based Nutrition Plans (2023-2034) (\$MN)

Table 28 Global Healthy Eating & Nutrition Market Outlook, By App-driven Diet Customization (2023-2034) (\$MN)

Table 29 Global Healthy Eating & Nutrition Market Outlook, By Subscription-based Nutrition Services (2023-2034) (\$MN)

Table 30 Global Healthy Eating & Nutrition Market Outlook, By Specialty & Free From Foods (2023-2034) (\$MN)

Table 31 Global Healthy Eating & Nutrition Market Outlook, By Gluten-free Products (2023-2034) (\$MN)

Table 32 Global Healthy Eating & Nutrition Market Outlook, By Lactose-free Products (2023-2034) (\$MN)

Table 33 Global Healthy Eating & Nutrition Market Outlook, By Allergen-free Foods (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

I would like to order

Product name: Healthy Eating & Nutrition Market Forecasts to 2034 – Global Analysis By Functional Foods & Beverages (Fortified Foods, Probiotic & Prebiotic Products and Omega-3 Enriched Foods), Dietary Supplements, Organic & Natural Foods, Plant-Based & Alternative Proteins, Weight Management & Meal Solutions, Sports & Performance Nutrition, Personalized Nutrition Solutions, Specialty & Free-From Foods and By Geography

Product link: <https://marketpublishers.com/r/H2428D9A7641EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H2428D9A7641EN.html>