

Nutrigenomics-Based Supplements Market Forecasts to 2032 – Global Analysis By Supplement Type (Vitamins & Minerals, Probiotics & Prebiotics, Omega-3 & Healthy Fats and Other Supplement Types), Personalization Approach, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Nutrigenomics-Based Supplements Market is accounted for \$1.8 billion in 2025 and is expected to reach \$5.5 billion by 2032 growing at a CAGR of 16.8% during the forecast period. Nutrigenomics-based supplements are nutrition products designed using insights from a person's genetic makeup to optimize metabolic functions, nutrient utilization, and overall health. They rely on DNA analysis to understand how specific genes influence responses to vitamins, minerals, antioxidants, and bioactive compounds. Based on these genetic markers—such as those related to inflammation, detoxification, metabolism, and nutrient absorption—supplements are customized to support individual biological needs rather than a one-size-fits-all approach. This personalized strategy aims to improve health outcomes, prevent deficiencies, enhance wellness, and reduce disease risks by aligning nutrient formulations with each person's unique genetic profile.

Market Dynamics:

Driver:

Growing awareness of gene-diet interaction

Consumers are increasingly recognizing that genetic predispositions influence nutrient

absorption, metabolism, and overall health outcomes. This awareness is fueling demand for supplements tailored to individual genetic profiles, offering more precise and effective solutions. Personalized nutrition is gaining traction among health-conscious populations who seek targeted interventions rather than generic products. Marketing campaigns and scientific publications highlighting gene-diet links are further accelerating consumer interest. As a result, gene-diet awareness is emerging as a primary driver of market expansion.

Restraint:

Limited regulatory clarity for nutrigenomic claims

Many supplements are marketed with genetic personalization benefits, but regulatory bodies often lack standardized frameworks to validate these claims. This ambiguity creates challenges for manufacturers in positioning products credibly and consistently across regions. Consumer skepticism about unverified claims slows adoption, particularly among risk-averse populations. Regulatory uncertainty also discourages investment in large-scale commercialization, as companies fear compliance risks. Consequently, limited regulatory clarity remains a significant restraint to widespread market penetration.

Opportunity:

Advancements in nutrigenomics research and analytics

Rapid progress in genetic sequencing technologies has made DNA testing more affordable and accessible to consumers. These advancements enable precise identification of genetic markers linked to nutrient metabolism, driving demand for personalized supplements. Integration of AI and big data analytics further enhances the accuracy of recommendations, strengthening consumer trust. Research institutions and biotech firms are increasingly collaborating with supplement companies to develop evidence-based products. This scientific progress aligns with consumer demand for personalization and transparency in health solutions.

Threat:

Insufficient clinical evidence supporting product efficacy

While genetic testing provides insights into predispositions, many supplement

formulations lack robust clinical trials to prove effectiveness. This gap reduces consumer confidence and limits adoption among healthcare professionals who demand evidence-based recommendations. The absence of long-term studies further restricts validation of safety and sustained benefits. Competitors offering traditional supplements with established efficacy create additional pressure on nutrigenomics products. Without stronger clinical backing, nutrigenomics supplements risk being perceived as niche or experimental.

Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the Nutrigenomics-Based Supplements market. Supply chain disruptions delayed product launches and restricted access to genetic testing services, slowing adoption in several regions. Economic uncertainty also reduced consumer spending on premium personalized supplements during the crisis. However, the pandemic heightened awareness of immunity, nutrition, and preventative health, driving renewed interest in personalized solutions. Online platforms offering at-home DNA testing and supplement delivery gained traction as physical clinics faced restrictions.

The vitamins & minerals segment is expected to be the largest during the forecast period

The vitamins & minerals segment is expected to account for the largest market share during the forecast period due to its broad consumer base and established role in nutrition. Nutrigenomics enhances this category by tailoring supplementation to genetic predispositions, improving absorption and efficacy. Consumers with deficiencies or genetic variations benefit from targeted vitamin and mineral formulations, reinforcing demand. The segment's dominance is further supported by its affordability and widespread availability across retail and online channels. Manufacturers are innovating with DNA-based personalization to differentiate offerings within this established category. Rising awareness of gene-diet interaction strengthens the appeal of personalized vitamins and minerals.

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

Over the forecast period, the DNA-based personalization segment is predicted to witness the highest growth rate owing to advances in genetic testing have made DNA analysis more accessible, enabling precise supplement recommendations. Younger

demographics and tech-savvy consumers are particularly drawn to DNA-based personalization, valuing innovation and customization. Integration of AI-driven analytics enhances accuracy, reinforcing consumer trust in personalized products. The segment benefits from partnerships between biotech firms and supplement companies, accelerating product development. Marketing campaigns emphasizing uniqueness and scientific credibility further boost adoption.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share driven by strong consumer awareness of personalized nutrition. The region benefits from widespread availability of genetic testing services and established supplement markets. Consumers in the United States and Canada are highly receptive to science-driven wellness solutions, reinforcing regional leadership. The presence of leading biotech firms and nutrigenomics startups accelerates innovation and commercialization. Regulatory frameworks, though evolving, provide relatively clearer guidance compared to other regions, supporting adoption. High disposable incomes and willingness to invest in premium health products further strengthen demand.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR by rising focus on preventative health. Countries such as China, India, and Japan are witnessing growing demand for personalized supplements among younger demographics. Expanding middle-class populations and increasing disposable incomes support premium product adoption. Government initiatives promoting innovation in healthcare and nutrition further boost demand. E-commerce platforms are making nutrigenomics-based supplements more accessible across diverse markets. Rising awareness of gene-diet interaction is accelerating adoption, particularly in urban centers.

Key players in the market

Some of the key players in Nutrigenomics-Based Supplements Market include Nutrigenomix, DNAfit Life Sciences, Genova Diagnostics, GX Sciences, Metagenics, Thorne HealthTech, LifeGenomics, GenePlanet, MyDNA, Toolbox Genomics, Vitagene, DayTwo, Habit Personalized Nutrition and Persona Nutrition.

Key Developments:

In August 2025, Genova Diagnostics reported operations across over 10,000 healthcare providers globally, with services spanning North America, Europe, and Asia. This expansion reflects rising demand for nutrigenomics-based supplements and personalized nutrition testing.

In March 2024, DNAfit launched expanded genetic testing panels covering nutrition, fitness, and stress, directly linked to supplement personalization. These offerings allow practitioners and consumers to tailor nutraceuticals to genetic predispositions, reinforcing DNAfit's leadership in personalized health.

Supplement Types Covered:

Vitamins & Minerals

Probiotics & Prebiotics

Omega-3 & Healthy Fats

Protein & Amino Acids

Specialty Nutraceutical

Other Supplement Types

Personalization Approaches Covered:

DNA-Based Personalization

Microbiome-Based Personalization

Lifestyle & Environmental Data Integration

AI/ML Algorithm-Driven Personalization

Other Personalization Approaches

Distribution Channels Covered:

Direct-to-Consumer (D2C) Platforms

Pharmacies & Drugstores

Specialty Nutrition Stores

Online Marketplaces

Other Distribution Channels

End Users Covered:

Millennials & Gen Z

Gen X

Baby Boomers

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & 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 2024, 2025, 2026, 2028, and 2032
- 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

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