

# **Personalized Nutrition Food Market Forecasts to 2034 – Global Analysis By Product Type (Personalized Meal Plans, Functional Food Products, Personalized Dietary Supplements, DNA-Based Nutrition Products and Other Product Types), Technology, Application, Distribution Channel, and End User**

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## **Abstracts**

According to Statistics MRC, the Global Personalized Nutrition Food Market is accounted for \$20.15 billion in 2026 and is expected to reach \$61.02 billion by 2034 growing at a CAGR of 14.6% during the forecast period. Personalized Nutrition Food refers to food products tailored to individual dietary needs, health conditions, genetics, and lifestyle preferences. These foods are developed using data from health assessments, AI algorithms, and nutritional profiling. They aim to optimize health outcomes by addressing specific deficiencies or goals such as weight management, fitness, or disease prevention. Increasing consumer demand for customized health solutions is driving growth. Advances in nutrition science and digital health technologies are enabling scalable personalization in the food industry.

### **Market Dynamics:**

Driver:

Growing demand for tailored diets

Rising awareness about the link between nutrition and long-term health outcomes has encouraged consumers to seek customized dietary solutions rather than generic plans. This demand is further supported by technological advancements in health tracking

devices and apps, which allow individuals to monitor their nutritional intake more precisely. Additionally, the growing prevalence of lifestyle-related diseases such as obesity and diabetes has made consumers more conscious of adopting diets that suit their unique metabolic needs. The trend is particularly strong among younger demographics who value personalization and convenience in their food choices.

#### Restraint:

##### Limited consumer dietary data accuracy

Personalized diets rely heavily on self-reported data. Inaccuracies reduce effectiveness of recommendations. Lack of standardized data collection limits reliability. Privacy concerns restrict sharing of sensitive health details. Errors in tracking apps add to the challenge. These factors slow market scalability.

#### Opportunity:

##### DNA-based diet customization growth

Genetic testing enables precise diet personalization. DNA-based solutions are becoming affordable and accessible. Companies are partnering with genomics firms for innovation. Consumers trust science-backed nutrition more than generic plans. Rising awareness of nutrient absorption differences drives demand. This segment is expected to expand rapidly.

#### Threat:

##### Regulatory uncertainty in personalized claims

Health claims in personalized nutrition face strict scrutiny. Regulators demand scientific validation of recommendations. Lack of global standards creates compliance issues. Companies risk reputational damage from unverified claims. Legal disputes may slow innovation. Regulatory clarity is essential for market stability.

#### Covid-19 Impact:

The Covid-19 pandemic significantly accelerated the adoption of personalized nutrition foods as consumers became more health-conscious and proactive about immunity and wellness. Lockdowns and disruptions in healthcare access prompted individuals to seek

preventive solutions, including tailored diets that could support overall health and resilience. Digital health platforms and online nutrition services witnessed a surge in demand, as consumers increasingly relied on remote consultations and personalized diet plans. At the same time, supply chain disruptions posed challenges for product availability, particularly in regions heavily affected by the pandemic.

The general wellness segment is expected to be the largest during the forecast period

The general wellness segment is expected to account for the largest market share during the forecast period as consumers increasingly adopt personalized nutrition for preventive health and lifestyle improvement. Fitness-conscious individuals are driving demand for customized diets that enhance energy and performance. The popularity of wellness apps and digital platforms supports growth in this segment. Millennials and Gen Z are the primary adopters, valuing convenience and personalization. Rising awareness of self-care and immunity further strengthens demand. Preventive healthcare trends ensure this segment remains dominant.

The patients with medical needs segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the patients with medical needs segment is predicted to witness the highest growth rate due to the rising prevalence of chronic diseases such as diabetes, cardiovascular disorders, and gastrointestinal issues. Personalized nutrition solutions are increasingly being used to complement medical treatments. Healthcare providers are recommending targeted dietary interventions to improve patient outcomes. Growing demand for therapeutic diets supports expansion in this segment. Patients are seeking customized solutions that address specific medical conditions.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share owing to its advanced healthcare infrastructure and high consumer awareness. Strong adoption of digital health technologies supports personalized nutrition growth. The presence of leading companies and research institutions drives innovation. Preventive healthcare trends are well established in this region. Consumers are willing to invest in customized diets for long-term health benefits.

### **Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rising disposable incomes and increasing health consciousness. Countries such as China, India, and Japan are witnessing rapid adoption of personalized nutrition solutions. Digitalization and mobile health platforms support market penetration. The growing prevalence of lifestyle-related diseases fuels demand for tailored diets. Preventive healthcare awareness is expanding across urban populations. Asia Pacific will be the fastest-growing region globally.

### **Key players in the market**

Some of the key players in Personalized Nutrition Food Market include Nestle S.A., PepsiCo, Inc., Danone S.A., Herbalife Nutrition Ltd., Amway Corporation, General Mills, Inc., Glanbia plc, Nutrigenomix Inc., Viome Life Sciences, ZOE Ltd., DNAfit, Persona Nutrition, Abbott Laboratories, Bayer AG and GNC Holdings.

### **Key Developments:**

In April 2026, Abbott Laboratories reported significant momentum following the successful launch and clinical trial results of the FreeStyle Libre 3 system for Type 2 diabetes management. This product-led initiative demonstrates superior glucose outcomes compared to traditional fingersticks, allowing the system to autonomously communicate with digitally connected devices for real-time, acute therapy adjustments.

In March 2026, Herbalife Ltd. announced a definitive agreement to acquire certain assets from Bioniq, a UK-based personalized supplements company, for an initial \$10 million with up to \$95 million in contingent payments. This strategic collaboration combines Bioniq's patented biomarker-driven personalization engine with Herbalife's global distributor network to deliver data-driven wellness solutions to consumers in Europe and the United States later this year.

### **Product Types Covered:**

Personalized Meal Plans

Functional Food Products

Personalized Dietary Supplements

DNA-Based Nutrition Products

## Other Product Types

### Technologies Covered:

AI-Based Nutrition Platforms

Genomics-Based Personalization

Metabolic Tracking Systems

Wearable-Integrated Nutrition Solutions

Other Technologies

### Applications Covered:

Weight Management

Sports Nutrition

Chronic Disease Management

General Wellness

Other Applications

### Distribution Channels Covered:

Online Platforms

Subscription Services

Retail Pharmacies

Direct Sales

## Other Distribution Channels

### End Users Covered:

Health-Conscious Individuals

Athletes

Patients with Medical Needs

Elderly Population

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

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

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