

Personalized Nutrition & Health Market Forecasts to 2034 – Global Analysis By Offering (Products and Services), Distribution Channel, Technology, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Personalized Nutrition & Health 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 & Health refers to a tailored approach to dietary planning and wellness that aligns an individual's unique genetic profile, lifestyle, health status, and metabolic needs. Leveraging advanced technologies, such as Nutrigenomics, wearable health devices, and digital health platforms, it enables precise recommendations for nutrition, supplements, and lifestyle interventions. This approach optimizes health outcomes, enhances disease prevention, and supports overall well-being by moving beyond generic dietary guidelines. By integrating scientific insights with personal data, personalized nutrition empowers individuals and healthcare providers to make informed, evidence based decisions for long term health management.

Market Dynamics:

Driver:

Rising Health Awareness & Preventive Care

A cultural renaissance of wellbeing is propelling personalized nutrition forward. Consumers increasingly demand interventions anchored in personal biology and lifestyle, seeking to prevent disease rather than merely manage symptoms. Health systems, insurers, and wellness brands now embrace predictive analytics,

nutrigenomics, and tailored guidance to improve outcomes. This shift toward prevention and empowerment not only strengthens adherence but also fosters profound engagement, elevating Personalized Nutrition & Health from trend to foundational practice.

Restraint:

Technological & Data Integration Barriers

Seamless integration of diverse data streams from genetic profiles to metabolic fingerprints remains a formidable challenge. Legacy health systems, disparate platforms, and inconsistent standards slow adoption. Providers and consumers alike confront the hurdles of interoperability, data quality, and actionable interpretation. These complexities require deep expertise, robust infrastructure, and thoughtful orchestration, reminding all stakeholders that while aspiration soars, execution demands diligence and unity.

Opportunity:

Expansion of Digital Health Platforms

Digital platforms and AI driven insights are carving highways into tomorrow's personalized health landscape. Mobile applications, cloud analytics, and telehealth support dynamic dietary recommendations that evolve with each user's rhythm. Wearables and continuous monitoring further enrich the narrative, enabling real time feedback loops. This convergence of technologies empowers nutrition professionals, clinicians, and individuals to co-author wellness plans, unlocking extraordinary opportunities for scalable, bespoke health guidance across demographics and geographies.

Threat:

Privacy, Ethics & Regulatory Complexities

The stewardship of personal health data carries both sacred trust and regulatory obligation. Genomic and lifestyle information intimately woven into one's identity raises concerns about privacy, consent, and ethical use. Jurisdictions worldwide continue to refine frameworks governing sensitive data, challenging providers to navigate compliance while innovating. Missteps in governance can erode trust, undermine

market credibility, and stall progress, underscoring the imperative for transparent, secure, and principled data practices.

Covid-19 Impact:

The pandemic acted as a crucible for personalized nutrition, awakening mass interest in resilience, immunity, and individualized wellbeing. Lockdowns catalyzed digital adoption, with consumers turning to remote health services, at home testing kits and virtual nutrition counseling. Although traditional in clinic assessments waned, demand for tailored dietary insights surged, accelerating investment in digital diagnostics and telewellness. The long arc of recovery continues to affirm personalized nutrition as essential, not elective, in a world learning anew what true health means.

The weight management segment is expected to be the largest during the forecast period

The weight management segment is expected to account for the largest market share during the forecast period, due to demand for individualized dietary guidance, supplements, and lifestyle interventions. Consumers increasingly seek solutions tailored to their unique genetic profiles, metabolic needs, and activity levels. Personalized programs enhance adherence, optimize outcomes, and support sustainable weight management. Integration of mobile apps, wearables, and AI-powered analytics further strengthens this segment, making it a critical growth pillar in preventive and precision nutrition.

The microbiome testing segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the microbiome testing segment is predicted to witness the highest growth rate, due to advances in microbiome analysis, coupled with AI-driven insights, allow precise recommendations for diet and supplements tailored to individual microbial profiles. Rising awareness of gut-related disorders, immunity, and metabolic health fuels adoption. Integration with personalized nutrition platforms ensures real-time feedback and adaptive interventions, positioning microbiome testing as a transformative, high-potential segment reshaping healthcare providers approach preventive and precision nutrition.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, due to region benefits from advanced healthcare infrastructure and significant investment in digital health and wellness solutions. Robust R&D ecosystems, widespread adoption of Nutrigenomics and AI-enabled platforms, and supportive regulatory frameworks enhance market penetration. Additionally, strong presence of leading personalized nutrition companies and collaborations between healthcare providers and technology firms underpin sustained growth, positioning North America as the influential regional market globally.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, owing to rising chronic disease prevalence, and growing middle class health consciousness. Government initiatives promoting preventive care and rising investment in genomics and Nutrigenomics further accelerate growth. Countries such as China, India, Japan, and South Korea are rapidly modernizing research infrastructure and regulatory frameworks. Cultural focus on holistic wellness combined with technological innovation positions Asia Pacific as a dynamic hub for personalized nutrition adoption and market expansion.

Key players in the market

Some of the key players in Personalized Nutrition & Health Market include Nestlé Health Science, Care/of, Herbalife Nutrition, Persona Nutrition, Amway, Atlas Biomed Group, DSM-Firmenich (Koninklijke DSM), DayTwo, Viome Life Sciences, GenoPalate, Abbott Laboratories, 23andMe, BASF SE, DNAfit and Nutrigenomix.

Key Developments:

In October 2025, BASF and Carlyle have agreed to a binding deal valuing BASF's automotive OEM, refinish and surface treatment coatings businesses at €7.7 billion, creating a standalone leader. BASF will retain a 40 % stake, receive about €5.8 billion, and the transaction is expected to close in Q2 2026.

In August 2025, BASF and Univar Solutions have deepened their North America partnership by appointing Univar as the exclusive distributor for key BASF specialty ingredients including Capromer™, 1,6-Hexanediol (HDO®), and epsilon-caprolactone used across polymers, coatings, adhesives and industrial applications in the United States and Canada, enhancing product reach, supply security, and customer value.

Offerings Covered:

Products

Services

Distribution Channels Covered:

Online Platforms

Pharmacies & Drug Stores

Health & Wellness Stores

Healthcare Providers

Technologies Covered:

DNA & Genetic Testing

Microbiome Testing

Blood Biomarker Analysis

Wearable & Sensor-Based Technologies

Artificial Intelligence & Data Analytics

Applications Covered:

General Wellness & Preventive Healthcare

Weight Management

Sports & Fitness Nutrition

Disease Management

Aging & Longevity

End Users Covered:

Hospitals & Clinics

Fitness Centers & Wellness Institutes

Corporate Wellness Programs

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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