

Personalized Nutrition Market Forecasts to 2032 – Global Analysis By Product Type (Supplements, Functional Foods, and Functional Beverages), Technology (DNA-Based Solutions, Microbiome-Based Solutions, and AI & Digital Platform Solutions), Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Personalized Nutrition Market is accounted for \$18.08 billion in 2025 and is expected to reach \$53.32 billion by 2032 growing at a CAGR of 16.7% during the forecast period. The Personalized Nutrition Market offers tailored dietary solutions based on individual health data, genetics, lifestyle, and preferences, aiming to optimize health outcomes. Utilizing technologies such as DNA analysis, wearable devices, and digital apps, it enables precise dietary recommendations and customized meal plans. Rising consumer awareness of health management, chronic disease prevention, and performance enhancement drives adoption. The market is shaped by advancements in data analytics, AI, and biotechnology, with increasing collaboration between healthcare providers, nutritionists, and technology companies to deliver scalable, scientifically validated nutrition services.

Market Dynamics:

Driver:

Rising demand for health optimization

Consumers are increasingly seeking tailored nutritional solutions to address specific health concerns such as weight management, chronic disease prevention, and

improved metabolic function. Additionally, growing awareness about the role of nutrition in overall wellness is encouraging consumers to move away from one-size-fits-all diets. Healthcare professionals are integrating personalized nutrition into patient care strategies, further propelling market growth. Moreover, advancements in genomics, microbiome analysis, and biomarker identification have enhanced the accuracy and effectiveness of personalized dietary recommendations, stimulating adoption across demographic segments.

Restraint:

Limited consumer understanding of personalized nutrition

Many potential customers remain unaware of how personalized nutrition differs from conventional dietary practices, leading to skepticism and slower adoption rates. Additionally, the complexity and perceived high cost of personalized nutrition services deter price-sensitive consumers. Moreover, inconsistent regulatory frameworks across regions raise concerns regarding the efficacy and safety of personalized nutrition products. Lack of standardized guidelines further complicates consumer trust, and without adequate educational campaigns or professional guidance, market expansion faces critical hurdles, restricting broader consumer penetration.

Opportunity:

Integration with wearable devices

Smart devices such as fitness trackers and smartwatches can continuously collect real-time health data like physical activity levels, heart rate, and sleep patterns which can be leveraged to fine-tune personalized nutritional recommendations. Additionally, advances in AI and data analytics facilitate deeper insights into individual health trends, enabling predictive nutrition strategies. Moreover, growing consumer preference for convenience-driven solutions fosters the development of mobile applications that sync wearables with nutrition platforms. This seamless data flow empowers consumers with actionable insights, fostering engagement and encouraging more precise dietary adjustments over time.

Threat:

Misuse of consumer data

The misuse of consumer data poses a substantial threat to the personalized nutrition market. As these services rely on sensitive personal health information including genetic data, biometric readings, and lifestyle habits concerns regarding privacy breaches and unauthorized data sharing have intensified. Regulatory bodies are still developing comprehensive frameworks to govern data protection in this domain, leaving potential loopholes. Additionally, malicious actors targeting consumer databases for identity theft or commercial exploitation further undermine market credibility. Moreover, negative public perception due to past data scandals in related industries may impede consumer trust.

Covid-19 Impact:

The COVID-19 pandemic reshaped consumer behavior, accelerating interest in personalized nutrition as individuals sought to boost immunity and overall health. Lockdowns and limited access to gyms and wellness centers led consumers to focus more on dietary habits for self-care. Moreover, the pandemic heightened awareness of chronic conditions as risk factors, increasing the appeal of tailored nutritional solutions. Additionally, digital transformation in healthcare fast-tracked remote consultations and virtual nutrition services, fostering market expansion. However, economic uncertainty and supply chain disruptions initially challenged market operations. Overall, the crisis catalyzed a permanent shift toward preventive health measures, strengthening long-term market prospects.

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

The general health and wellness segment is expected to account for the largest market share during the forecast period. This segment encompasses personalized solutions targeting broad consumer concerns, such as balanced nutrition, energy enhancement, and overall well-being, rather than disease-specific interventions. The rising prevalence of lifestyle diseases and growing preventive healthcare awareness are key factors driving its dominance. Moreover, the general health and wellness segment appeals to a wide demographic, ranging from millennials to older adults seeking sustainable dietary solutions. Additionally, the availability of diverse product formats, such as supplements and meal kits, supports mass-market adoption, reinforcing its market leadership.

The wellness and fitness centers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the wellness and fitness centers segment is predicted to witness the highest growth rate. This segment is benefiting from an increasing trend of integrating personalized nutrition into holistic fitness regimes, where nutrition plans complement exercise programs. Additionally, fitness centers and wellness clinics are leveraging personalized nutrition to attract health-conscious consumers seeking comprehensive health management solutions. The surge in demand for tailored dietary plans among fitness enthusiasts and professional athletes further drives market expansion.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. This dominance is primarily due to the region's advanced healthcare infrastructure, high consumer health awareness, and significant investments in digital health technologies. Additionally, the presence of key industry players and early adoption of genomic and biomarker-based solutions in the U.S. support market growth. Moreover, favorable regulatory environments and reimbursement frameworks further stimulate personalized nutrition adoption across consumer and clinical segments. The prevalence of chronic diseases and growing interest in preventive healthcare solutions also contribute to North America's sustained market leadership.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. Rapid urbanization, increasing disposable incomes, and rising health awareness among the middle class are driving market expansion. Additionally, a growing number of tech-savvy consumers adopting wearable devices and digital health applications facilitate personalized nutrition penetration. Moreover, government initiatives aimed at improving public health and promoting preventive healthcare practices are enhancing market prospects. The expanding e-commerce sector further enables easy access to personalized nutrition products in the region.

Key players in the market

Some of the key players in Personalized Nutrition Market include Abbott Laboratories, Amway Corporation, Archer Daniels Midland Company, Atlas Biomed Group Limited, BASF SE, Bayer AG, Care/of, DayTwo Inc, DSM-Firmenich, Herbalife Nutrition Ltd., Nestlé Health Science, Nutrigenomix, Persona Nutrition, Viome Life Sciences, Inc., and Zoe Limited.

Key Developments:

In July 2025, Herbalife launched its new weight-loss supplement, MultiBurn™ which features clinically studied botanical ingredients like Morosil™ (Moro blood orange extract), Metabolaid® (hibiscus and lemon verbena), and Capsifen™ (red chili pepper and fenugreek blend) to support fat reduction, healthy weight loss, and metabolic health. The gluten-free and vegan-friendly product is designed for daily use as part of a complete weight management program and became available in the United States and Puerto Rico in September 2025.

In April 2025, BASF launched natural-based innovations for personal care at in-cosmetics Global 2025 expanding their portfolio with three new sustainable products. The company reported €1,978 million in Nutrition & Health sales for 2024, focusing on sustainable nutrition solutions.

In July 2024, DayTwo released app version 2.47.0, offering personalized nutrition based on gut microbiome analysis. The company continues providing personalized food scoring systems that predict blood sugar responses to different foods, helping users make informed dietary choices for better metabolic health.

Product Types Covered:

Supplements

Functional Foods

Functional Beverages

Technologies Covered:

DNA-Based Solutions

Microbiome-Based Solutions

AI and Digital Platform Solutions

Applications Covered:

Weight Management

Sports Nutrition

General Health and Wellness

Disease-Based Formulations

End Users Covered:

Direct-to-Consumer (DTC)

Wellness and Fitness Centers

Hospitals and Clinics

Educational and Corporate Institutions

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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