

Personalized Nutrition and Genomics Market Forecasts to 2034 – Global Analysis By Product Type (DNA-Based Nutrition Plans, Microbiome-Based Nutrition Solutions, Personalized Supplements, AI- Driven Personalized Diet Platforms, Biomarker-Based Nutrition Programs, Personalized Meal Kits, and Mobile Nutrition & Wellness Applications), Technology, Component, Delivery Mode, Dosage Form, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Personalized Nutrition and Genomics Market is accounted for \$9.4 billion in 2026 and is expected to reach \$32.1 billion by 2034, growing at a CAGR of 16.5% during the forecast period. The Personalized Nutrition and Genomics market encompasses a rapidly expanding ecosystem of products and services that leverage genetic analysis, microbiome profiling, metabolomics, and AI-powered data interpretation to deliver individualized dietary recommendations, supplement formulations, and wellness interventions tailored to each person's unique biological profile. By integrating genetic predispositions, epigenetic markers, gut microbiota composition, and real-time biomarker data from wearable devices, these platforms move beyond population-level dietary guidelines toward precision nutrition strategies that optimize health outcomes.

Market Dynamics:

Driver:

Growing consumer interest in preventive health and personalized wellness

A fundamental shift in consumer health philosophy from reactive disease treatment toward proactive wellness optimization is generating substantial demand for personalized nutrition solutions that provide actionable dietary guidance grounded in individual biological data. Rising health literacy, direct-to-consumer genetic testing adoption, and the widespread use of health tracking wearables are equipping consumers with personal health data and motivating engagement with personalized nutrition programs. Chronic disease burden including obesity, type 2 diabetes, and cardiovascular risk is driving both consumers and healthcare providers toward precision dietary interventions demonstrated to outperform generic nutritional guidance in managing metabolic health markers.

Restraint:

Limited clinical validation and consumer skepticism regarding genetic nutrition claims

The scientific evidence base connecting specific genetic variants to precise nutritional requirements remains incomplete and contested across many nutrigenomics associations, creating credibility challenges for personalized nutrition companies making efficacy claims. Regulatory frameworks governing direct-to-consumer genetic health claims are increasingly scrutinized by agencies concerned about unsubstantiated medical assertions. Consumer skepticism regarding data privacy particularly sensitivity around genetic information creates adoption barriers that require transparent data governance and robust security commitments to overcome. The premium pricing of comprehensive personalized nutrition programs further restricts addressable market penetration to financially advantaged consumer segments.

Opportunity:

Integration of continuous biomarker monitoring and subscription nutrition platforms

The convergence of continuous glucose monitors, microbiome testing, and wearable physiological sensors with AI-driven nutrition recommendation engines is creating powerful real-time personalization capabilities that adapt dietary guidance dynamically to an individual's evolving biomarker patterns throughout the day. Subscription-based personalized nutrition platforms that combine testing, digital coaching, and customized supplement delivery are building recurring revenue models with strong customer lifetime value economics. Pharmaceutical and nutraceutical companies are investing in

personalized nutrition partnerships to access proprietary consumer health data assets and differentiate commodity supplement products through precision formulation strategies.

Threat:

Fragmented regulatory landscape and genomic data security risks

The personalized nutrition sector operates across multiple regulatory domains food, dietary supplements, medical devices, and genetic testing services each with distinct and sometimes conflicting regulatory requirements that vary substantially across national markets. Navigating this complexity increases compliance costs and time-to-market, particularly for companies seeking to make health improvement claims that attract regulatory scrutiny. Genetic data security represents a particularly sensitive vulnerability, as demonstrated by high-profile breaches of consumer genomics databases that have eroded public confidence in direct-to-consumer genetic testing services. Any further major genomic data security incidents could significantly dampen consumer willingness to participate in personalized nutrition programs.

Covid-19 Impact:

The COVID-19 pandemic significantly accelerated consumer adoption of personalized nutrition and genomics by heightening awareness of immune function, metabolic health, and the individualized nature of disease vulnerability and recovery. Consumers sought personalized guidance for optimizing their nutritional status to support immune resilience during and after COVID-19 infection. The pandemic-driven surge in at-home health testing normalized direct-to-consumer diagnostic engagement and expanded comfort with home-based wellness program participation. Post-pandemic, sustained consumer engagement with health optimization has maintained elevated interest in personalized nutrition platforms as part of integrated preventive wellness strategies.

The AI-Driven Personalized Diet Platforms segment is expected to be the largest during the forecast period

The AI-driven personalized diet platforms segment is expected to account for the largest market share during the forecast period, driven by widespread consumer adoption of digital nutrition coaching applications that integrate multiple health data streams to deliver individualized meal planning, supplementation guidance, and behavioral habit recommendations. These platforms generate scalable recurring subscription revenues

while continuously refining recommendation accuracy through expanding user data training. Partnerships with wearable device manufacturers and food delivery services extend platform utility and commercial reach across consumer health ecosystems.

The Microbiome-Based Nutrition Solutions segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Microbiome-Based Nutrition Solutions segment is predicted to witness the highest growth rate, driven by rapidly expanding scientific understanding of gut microbiota's influence on metabolic health, immune function, mood, and chronic disease risk, creating compelling consumer demand for microbiome profiling and targeted probiotic or prebiotic intervention programs. Investment in microbiome sequencing technology cost reduction and bioinformatic analysis sophistication is accelerating translation from research findings to actionable consumer nutrition recommendations. Leading platforms combining microbiome testing with personalized dietary modification guidance are attracting substantial venture investment and consumer interest globally.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by high consumer health consciousness, strong direct-to-consumer genetic testing adoption, and an active venture-backed startup ecosystem advancing precision nutrition technology. The United States leads global market development, supported by a favorable regulatory environment for nutrigenomic claims under current FDA dietary supplement frameworks and robust consumer willingness to invest in premium personalized health products. Leading companies headquartered in North America drive global commercialization strategies and platform innovation.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, propelled by rapidly growing middle-class consumer demand for premium health optimization products, expanding consumer genetics infrastructure in China, Japan, and South Korea, and strong cultural traditions emphasizing dietary approaches to health maintenance. Government-supported precision medicine and nutrigenomics research programs in several Asia Pacific nations are building scientific credibility and clinical integration pathways. Rising smartphone adoption enables digital nutrition platform engagement across the region's large and health-conscious consumer population.

Key players in the market

Some of the key players in Personalized Nutrition and Genomics Market include Nestle Health Science, GenoPalate, Persona Nutrition, Abbott Laboratories, DNAfit, Nutrigenomix, Viome Life Sciences, Metagenics, Inc., BASF SE, Danone S.A., InsideTracker, Herbalife Nutrition, dsm-firmenich, 23andMe, and Amway Corporation.

Key Developments:

In March 2026, Viome Life Sciences announced a significant expansion of its full-body intelligence platform, integrating transcriptomic and proteomic biomarker analysis alongside its established microbiome profiling capabilities to deliver a more comprehensive biological health assessment informing its AI-powered personalized nutrition and supplement recommendations.

In January 2026, Nestle Health Science launched a new precision nutrition initiative targeting metabolic health management, combining genetic predisposition screening with continuous glucose monitoring data integration and AI-powered dietary coaching through a dedicated digital health application supporting individualized cardiometabolic risk reduction programs.

Product Types Covered:

DNA-Based Nutrition Plans

Microbiome-Based Nutrition Solutions

Personalized Supplements

AI-Driven Personalized Diet Platforms

Biomarker-Based Nutrition Programs

Personalized Meal Kits

Mobile Nutrition & Wellness Applications

Technologies Covered:

Nutrigenomics

Nutrigenetics

Epigenetics

Metabolomics

Proteomics

Microbiomics

Artificial Intelligence & Machine Learning

Wearable & Sensor Technologies

Components Covered:

Products

Services

Delivery Modes Covered:

Direct-to-Consumer (DTC)

Practitioner-Based Programs

Digital/Online Platforms

Retail-Based Personalized Nutrition

Dosage Forms Covered:

Tablets & Capsules

Powders

Liquids

Gummies & Chewables

Functional Foods & Beverages

End Users Covered:

Fitness Enthusiasts

Athletes & Sports Professionals

General Consumers

Geriatric Population

Pediatric Population

Patients with Chronic Diseases

Healthcare & Wellness Providers

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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