

Personalized Nutrition Supplements Market Forecasts to 2034 – Global Analysis By Product Type (Vitamin & Mineral Packs, Protein-Based Supplements, Probiotics & Gut Health Supplements, Functional Blends and Other Product Types), Personalization Approach, Form Type, Distribution Channel, and End User

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Abstracts

According to Statistics MRC, the Global Personalized Nutrition Supplements Market is accounted for \$17.7 billion in 2026 and is expected to reach \$67.0 billion by 2034 growing at a CAGR of 18.1% during the forecast period. Personalized Nutrition Supplements are tailored to individual health needs based on factors such as genetics, lifestyle, diet, and health goals. These products use data analytics, AI, and diagnostic tools to create customized supplement plans. They aim to optimize health outcomes by addressing specific nutritional deficiencies and wellness goals. Increasing consumer demand for personalized healthcare and precision nutrition is driving growth. Advances in technology and health data are enabling more accurate and accessible customization.

Market Dynamics:

Driver:

Growth in health data tracking

Scientific research is highlighting the role of the microbiome in digestion and immunity. This is driving demand for gut health and digestive wellness foods. People are actively

seeking products that support digestive balance. Awareness campaigns are improving consumer understanding of probiotics and prebiotics. Functional foods are gaining importance in daily diets. As awareness grows, market demand continues to expand steadily.

Restraint:

Data privacy concerns among users

Probiotic products require careful storage to maintain the viability of live cultures. Temperature sensitivity can affect product effectiveness. Improper storage conditions may reduce health benefits. This creates challenges in transportation and retail handling. Consumers may also face difficulties in maintaining correct storage at home. Shelf-life limitations add to the complexity for manufacturers. These factors can restrict market growth.

Opportunity:

AI-driven nutrition recommendation platforms

Innovation in prebiotic and synbiotic products is creating new opportunities in the market. Consumers are seeking products that offer combined digestive benefits. Synbiotic formulations enhance the effectiveness of probiotics. Companies are developing advanced products with improved stability. Research is supporting the benefits of gut-friendly ingredients. New product formats are increasing consumer appeal. This trend is expected to create strong growth opportunities.

Threat:

Limited accuracy of personalization models

Some products may not contain the claimed strains or quantities. This reduces consumer trust and product credibility. Lack of strict regulatory standards increases the risk of misinformation. Consumers may not achieve expected health benefits. Brands must ensure accurate labeling and transparency. These issues can negatively impact market growth.

Covid-19 Impact:

The pandemic increased consumer focus on immunity and digestive health. Demand for probiotic and gut health products rose significantly. Consumers preferred functional foods that support immune function. Online channels became important for product distribution. Brands expanded their offerings to meet increased demand. Supply chain disruptions affected production in early stages. Overall, the market experienced strong growth during and after the pandemic.

The capsules & tablets segment is expected to be the largest during the forecast period

The capsules & tablets segment is expected to account for the largest market share during the forecast period as consumers widely consume yogurt, fermented foods, and functional beverages for digestive health support. These products are part of regular dietary habits in many regions. Natural food-based probiotics are preferred over supplements by many consumers. Increasing awareness of digestive health supports adoption. Wide availability across retail channels boosts demand. Continuous product innovation is improving taste and convenience.

The microbiome-based nutrition segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the microbiome-based nutrition segment is predicted to witness the highest growth rate due to increasing focus on preventive healthcare and immune system support among consumers. Gut health is closely linked with immune function. Consumers are choosing products that enhance both digestion and immunity. Demand is rising for functional foods with added health benefits. Lifestyle changes are encouraging healthier eating habits. Brands are launching products with targeted immunity claims.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to high awareness of gut health and functional foods in the United States and Canada supported by strong consumer demand for probiotic products. Consumers actively include gut-friendly foods in their daily diets. Presence of leading food and beverage companies supports market growth. Advanced retail and online channels improve accessibility. Product innovation is also driving consumer interest. High spending capacity further boosts adoption.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by strong tradition of consuming fermented foods in countries such as China, India, Japan, and South Korea along with rising awareness of digestive health. Growing population is supporting higher product demand. Urbanization is influencing dietary habits toward functional foods. Expansion of retail and e-commerce platforms improves product availability. Local brands are expanding their product offerings. Increasing focus on health and wellness supports growth.

Key players in the market

Some of the key players in Personalized Nutrition Supplements Market include Nestle Health Science, Abbott Laboratories, Amway Corporation, Herbalife Nutrition Ltd., Bayer, Bioniq, Persona Nutrition, Routine, Gainful, Viome Life Sciences, Habit LLC, Nutrafol, Glanbia plc, Now Health Group and Thorne HealthTech.

Key Developments:

In March 2026, Herbalife announced a definitive agreement to acquire certain assets from Bioniq, a UK-based personalized supplement company, for a total potential value of \$150 million. This partnership-led transaction integrates Bioniq's patented biomarker-based personalization engine with Herbalife's global distributor network to scale data-driven wellness across the U.S. and Europe.

In November 2025, Abbott entered into a merger agreement to acquire Exact Sciences for approximately \$48.7 billion to lead the convergence of diagnostics and personalized nutrition. This collaboration, which reached a significant integration milestone in early 2026, combines advanced cancer and metabolic screening technology with Abbott's global nutritional portfolio to offer a more proactive, "diagnostic-first" approach to longevity.

Product Types Covered:

Vitamin & Mineral Packs

Protein-Based Supplements

Probiotics & Gut Health Supplements

Functional Blends

Other Product Types

Personalization Approaches Covered:

DNA-Based Nutrition

Lifestyle-Based Nutrition

Microbiome-Based Nutrition

AI-Based Recommendations

Other Personalization Approaches

Form Types Covered:

Capsules & Tablets

Powders

Gummies

Liquid Supplements

Other Form Types

Distribution Channels Covered:

Direct-to-Consumer (D2C)

Online Platforms

Pharmacies

Specialty Stores

Other Distribution Channels

End Users Covered:

Fitness Enthusiasts

Health-Conscious Consumers

Patients with Chronic Conditions

Aging 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

Personalized Nutrition Supplements Market Forecasts to 2034 – Global Analysis By Product Type (Vitamin & Miner...

- 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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