

# **Precision Nutrition Diagnostics Market Forecasts to 2034 – Global Analysis By Product (Genetic Testing Kits, Microbiome Testing Kits, Blood Biomarker Test Panels, Metabolic Health Diagnostic Kits, Nutrient Deficiency Diagnostic Tests, Other Products), Component, Technology, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Precision Nutrition Diagnostics Market is accounted for \$7.2 billion in 2026 and is expected to reach \$23.8 billion by 2034 growing at a CAGR of 13.1% during the forecast period. Precision Nutrition Diagnostics involve advanced testing and analytical tools used to assess an individual's nutritional status, metabolic responses, and dietary needs. These diagnostics analyze biomarkers, genetics, microbiome composition, blood panels, and lifestyle data to provide personalized nutrition recommendations. The approach enables targeted dietary interventions aimed at improving health outcomes, managing chronic conditions, and preventing disease. Delivered through clinics, diagnostic labs, and digital health platforms, precision nutrition diagnostics support data-driven wellness strategies. Growing interest in personalized healthcare, preventive medicine, and nutrition-based disease management is driving adoption across healthcare providers, wellness companies, and direct-to-consumer health services.

### **Market Dynamics:**

Driver:

Rising chronic diseases drive personalized nutrition

Growing prevalence of diabetes, cardiovascular disorders, and obesity fosters reliance on biomarker-based nutrition diagnostics. Expanding awareness of preventive healthcare accelerates uptake across hospitals and wellness centers. Corporate investment in precision nutrition propels development of advanced test panels. Strong marketing campaigns emphasize improved patient outcomes, boosting visibility in consumer health ecosystems. Collectively, chronic disease prevalence is propelling the market toward sustained growth.

#### Restraint:

High cost limits widespread consumer adoption

Limited affordability hampers penetration in emerging markets. Complex laboratory infrastructure raises production and service costs. Smaller providers struggle to absorb premium expenses, limiting accessibility. Consumer sensitivity to price gaps between conventional and precision diagnostics hampers uptake. Consequently, high costs continue to constrain scalability despite strong demand drivers.

#### Opportunity:

Integration with wearables and digital health

Advances in sensor technology accelerate real-time monitoring of biomarkers. Strategic collaborations between device manufacturers and diagnostic firms propel commercialization. Expanding investment in IoT fosters breakthroughs in connected health ecosystems. Rising consumer preference for holistic wellness accelerates uptake of device-linked nutrition diagnostics. Strong marketing campaigns propel awareness of integrated solutions. Overall, wearable integration is propelling new revenue streams and strengthening market competitiveness.

#### Threat:

Regulatory uncertainty across global markets

Complex approval processes constrain market entry for novel biomarker panels. Regional disparities in compliance frameworks hamper global scalability. High regulatory costs degrade profitability for smaller diagnostic firms. Ambiguity around permissible data use hampers consumer trust. Negative publicity around regulatory

disputes degrades credibility of precision nutrition services. Consequently, regulatory uncertainty continues to constrain innovation and industry growth.

### **Covid-19 Impact:**

The Covid-19 pandemic accelerated demand for preventive health diagnostics, fostering adoption of precision nutrition platforms across hospitals and wellness centers. Rising awareness of immunity and chronic disease risks propelled reliance on biomarker-based nutrition. Lockdowns constrained in-person consultations, boosting short-term demand for remote diagnostic services. Supply chain disruptions slowed integration of advanced testing kits. Recovery phases fostered renewed investment in AI-driven nutrition diagnostics, accelerating adoption post-pandemic. Expanding telehealth ecosystems accelerated visibility of precision nutrition solutions.

The blood biomarker test panels segment is expected to be the largest during the forecast period

The blood biomarker test panels segment is expected to account for the largest market share during the forecast period due to rising chronic disease prevalence accelerating reliance on blood-based diagnostics for nutrition personalization. Growing clinician preference for biomarker panels fosters consistent adoption. Strong hospital partnerships accelerate visibility of blood-based diagnostics. Expanding investment in advanced assays fosters breakthroughs in accuracy and reliability. Strategic collaborations between diagnostic firms and wellness providers propel commercialization.

The nutrition & wellness centers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the nutrition & wellness centers segment is predicted to witness the highest growth rate as rising chronic diseases accelerate adoption of precision diagnostics in institutional wellness programs. Growing prevalence of lifestyle disorders fosters uptake of center-based diagnostics. Expanding investment in personalized nutrition services accelerates innovation in patient care. Strategic partnerships between diagnostic firms and wellness centers propel commercialization. Growing awareness of preventive health fosters reliance on precision diagnostics. Strong marketing campaigns accelerate visibility of wellness-focused solutions.

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

During the forecast period, the North America region is expected to hold the largest market share owing to rising chronic diseases boosting adoption across the United States and Canada. Strong healthcare infrastructure fosters visibility of precision nutrition diagnostics. Established diagnostic companies accelerate commercialization of advanced biomarker panels. Rising consumer preference for insured preventive care fosters consistent demand. Strategic collaborations between startups and hospital systems propel innovation. Expanding clinical trial ecosystems accelerate accessibility of precision nutrition services.

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

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR due to rising chronic diseases accelerating adoption across China, India, Japan, and Southeast Asia. Rapid demographic aging fosters rising demand for personalized nutrition diagnostics. Government initiatives propel investment in digital health innovation and safety standards. Rising middle-class incomes accelerate willingness to pay for premium diagnostic services. Expanding smart hospital programs foster integration of biomarker testing into healthcare infrastructure. Strong marketing campaigns accelerate awareness of precision nutrition benefits.

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

Some of the key players in Precision Nutrition Diagnostics Market include Nestlé S.A., Abbott Laboratories, Danone S.A., DSM-Firmenich AG, Qiagen N.V., Thermo Fisher Scientific Inc., Illumina, Inc., Becton, Dickinson and Company, F. Hoffmann-La Roche Ltd, Agilent Technologies, Inc., PerkinElmer, Inc., bioMérieux SA, Exact Sciences Corporation, Genetix Biotech Asia Pvt. Ltd. and Metabolon, Inc.

### **Key Developments:**

In November 2025, Abbott announced the acquisition of Exact Sciences Corporation for approximately \$23 billion. Exact Sciences is a leader in cancer screening and precision oncology diagnostics, with products such as Cologuard® and Oncotype DX®, as well as liquid biopsy tests for multi-cancer early detection.

In April 2023, Nestlé and PAI Partners created a joint venture for frozen pizza in Europe, while simultaneously strengthening its health science portfolio. Although primarily food-focused, Nestlé emphasized that the venture would support its broader

precision nutrition strategy by integrating consumer diagnostics into tailored nutrition solutions.

#### Products Covered:

Genetic Testing Kits

Microbiome Testing Kits

Blood Biomarker Test Panels

Metabolic Health Diagnostic Kits

Nutrient Deficiency Diagnostic Tests

Other Products

#### Components Covered:

Consumables & Reagents

Sample Collection Kits

Diagnostic Instruments

Software & Data Interpretation Tools

Reference Databases

Other Components

#### Technologies Covered:

Next-Generation Sequencing (NGS)

PCR & Molecular Diagnostics

Mass Spectrometry

Microarray Technologies

AI & Bioinformatics Platforms

Other Technologies

Applications Covered:

Personalized Diet & Nutrition Planning

Disease Risk Assessment

Metabolic Health Monitoring

Gut Health Assessment

Sports & Performance Nutrition

Other Applications

End Users Covered:

Diagnostic Laboratories

Hospitals & Clinics

Nutrition & Wellness Centers

Sports & Fitness Institutions

Research & Academic Institutes

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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Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) are also represented in the same manner as above.

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