

Precision & Prescription Nutrition Market Forecasts to 2034 - Global Analysis By Nutrition Type (Precision Nutrition and Prescription Nutrition), Product Category, Health Condition, Delivery Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Precision & Prescription Nutrition Market is accounted for \$16.8 billion in 2026 and is expected to reach \$46.1 billion by 2034 growing at a CAGR of 13.4% during the forecast period. Precision and Prescription Nutrition represents a personalized approach to dietary management that develops nutrition strategies according to an individual's specific health needs, biological factors, lifestyle patterns, and metabolic characteristics. It integrates technologies including genetic testing, microbiome insights, artificial intelligence, and health monitoring tools to recommend targeted dietary interventions. The approach helps optimize wellness, support disease prevention, and improve personalized health management. Rising interest in proactive healthcare, growing focus on individualized wellness programs, and technological progress in nutrition science are accelerating the acceptance of precision and prescription nutrition solutions in healthcare, fitness, and functional nutrition applications.

According to WHO's Global Anaemia Estimates (2021), 269 million children aged 6–59 months — about 40% globally — live with anaemia, while 571 million women aged 15–49 years — about 30% globally — suffer from anaemia. These figures highlight the widespread burden of micronutrient deficiencies and the need for targeted nutrition solutions such as precision and prescription nutrition.

Market Dynamics:

Driver:

Growing demand for personalized healthcare and preventive nutrition

Rising interest in customized healthcare and preventive wellness solutions is significantly supporting the growth of the Precision & Prescription Nutrition Market. Individuals are increasingly seeking nutrition programs tailored to their unique health profiles, lifestyle patterns, and specific wellness objectives. The movement away from standardized diets toward personalized dietary recommendations is gaining momentum due to increased awareness about the role of nutrition in maintaining health and preventing disorders. Medical professionals and nutrition experts are adopting personalized approaches to improve patient care and optimize dietary interventions.

Restraint:

High cost of personalized nutrition solutions

The expensive nature of personalized nutrition services represents a key challenge for the expansion of the Precision & Prescription Nutrition Market. Many solutions depend on sophisticated technologies, including DNA analysis, biological testing, microbiome evaluation, and digital health platforms, which contribute to higher service costs. Consumers with limited budgets may find these programs difficult to access, particularly in emerging economies where healthcare spending is restricted. Furthermore, customized nutrition guidance and expert support can add additional expenses for users. Despite the growing demand for individualized nutrition approaches, cost-related limitations continue to restrict adoption and slow the widespread availability of precision nutrition solutions.

Opportunity:

Integration of artificial intelligence and advanced data analytics

The adoption of artificial intelligence and sophisticated analytics technologies creates significant growth opportunities for the Precision & Prescription Nutrition Market. AI-based systems can evaluate large volumes of health-related information, including metabolic indicators, lifestyle behaviors, and nutritional requirements, to develop personalized dietary strategies. These solutions enhance decision-making, improve nutrition outcomes, and allow users to receive continuously updated recommendations based on changing health conditions. Growing demand for digital healthcare platforms

and technology-enabled wellness services is encouraging innovation in personalized nutrition.

Threat:

Competition from traditional nutrition and alternative wellness solutions

The presence of established nutrition methods and competing wellness solutions creates challenges for the growth of the Precision & Prescription Nutrition Market. A significant number of consumers still prefer conventional dietary guidance, standard meal plans, and basic nutrition consultations because they are more affordable and easier to access. Limited awareness about advanced personalized nutrition technologies may further influence users to choose traditional alternatives. At the same time, increasing competition from digital wellness platforms and other health-focused services can make market positioning more difficult. To overcome this challenge, precision nutrition providers need to highlight their personalized benefits, improve accessibility, and deliver measurable health improvements.

Covid-19 Impact:

The COVID-19 outbreak created new growth opportunities for the Precision & Prescription Nutrition Market by strengthening consumer focus on health protection, immunity enhancement, and individualized nutrition strategies. As people prioritized preventive health measures during the pandemic, demand increased for customized dietary programs and digital nutrition services. The expansion of telehealth platforms, virtual consultations, and remote wellness solutions helped maintain access to personalized nutrition support despite movement restrictions. Growing awareness of the relationship between nutrition and overall health encouraged the adoption of advanced monitoring and data-driven nutrition technologies.

The precision nutrition segment is expected to be the largest during the forecast period

The precision nutrition segment is expected to account for the largest market share during the forecast period because of its extensive use across personalized wellness programs, health optimization, preventive care, and lifestyle management. It provides customized dietary guidance by considering personal health profiles, nutritional requirements, daily habits, and wellness objectives. Rising consumer interest in individualized nutrition plans and increasing integration of technology-based nutrition services are driving greater adoption of precision nutrition solutions. The segment

benefits from its suitability for a wider range of users, including general consumers and healthcare practitioners, while prescription nutrition remains more specialized toward targeted therapeutic and clinical applications.

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

Over the forecast period, the preventive health & wellness nutrition segment is predicted to witness the highest growth rate as consumers increasingly prioritize health maintenance, disease prevention, and personalized lifestyle improvement. This segment focuses on customized nutrition approaches that help individuals enhance overall wellness, support healthy living, and manage potential health risks before they become severe. Growing awareness of nutrition's role in maintaining long-term health is driving demand for personalized wellness programs. Advancements in digital nutrition platforms, health tracking technologies, and customized dietary services are creating favourable conditions for the expansion of preventive health and wellness nutrition solutions across consumer and healthcare applications.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, supported by developed healthcare systems, high acceptance of personalized wellness solutions, and increasing awareness of nutrition-based health management. The region is experiencing greater adoption of technologies such as artificial intelligence, biomarker analysis, genetic testing, and digital health applications that enable customized dietary recommendations. Furthermore, increased healthcare investments, technological innovation, and the presence of established nutrition solution providers are helping North America maintain a strong position in the precision and prescription nutrition industry.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, as consumers increasingly focus on personalized health management and preventive wellness practices. The region is seeing rising acceptance of customized nutrition plans, digital health solutions, and technology-enabled dietary services. Improvements in healthcare systems, advancements in biotechnology, and growing investments in health innovation are supporting the development of precision nutrition solutions. Increasing awareness of lifestyle-related health risks is also encouraging

individuals to adopt personalized approaches for better wellness outcomes. The expansion of genetic analysis, mobile healthcare platforms, and personalized nutrition services is expected to further strengthen market growth across the Asia-Pacific region.

Key players in the market

Some of the key players in Precision & Prescription Nutrition Market include Abbott Laboratories, Nestl? Health Science, Danone S.A., Viome Life Sciences, Inc., Thorne Research, ZOE Limited, Prenetics Global Limited, DayTwo Inc., SelfDecode, 23andMe Holding Co., Nutrigenomix Inc., GenoPalate Inc., InsideTracker, AMILI Pte Ltd, Xcode Life, LifeNome Inc. and Genesis Healthcare Co.

Key Developments:

In June 2026, Nestl? is partnering with US-based biotechnology company Helaina to advance early-life nutrition. The multiyear partnership aims to understand new bioactive proteins and their role in early-life development. The Swiss company says the work will contribute to its ongoing efforts to translate scientific insights into nutrition solutions for specific health benefits.

In March 2026, Danone and Arcor announce a new chapter in their strategic alliance in Argentina, creating a joint venture focused on the local dairy market. The joint venture will also open new growth opportunities in the dairy market through its eleven production plants located in the region, where, among other products, milk, dulce de leche, cheeses, butters, creams, yogurts, and desserts are produced.

In November 2025, Abbott and Exact Sciences announced a definitive agreement for Abbott to acquire Exact Sciences, which will enable it to enter and lead in fast-growing cancer diagnostics segments, serving millions more people. Under the terms of the agreement, Exact Sciences shareholders will receive \$105 per common share, representing a total equity value of approximately \$21 billion.

Nutrition Types Covered:

Precision Nutrition

Prescription Nutrition

Product Categories Covered:

Functional Foods & Beverages

Nutraceuticals & Dietary Supplements

Medical Foods

Health Conditions Covered:

Metabolic Disorders

Gastrointestinal Health

Cardiovascular Health

Oncology Nutrition

Renal & Hepatic Disorders

Preventive Health & Wellness Nutrition

Delivery Channels Covered:

Hospitals & Clinics

Retail Pharmacies

Online Platforms & Apps

Direct-to-Consumer (D2C) Subscription Models

End Users Covered:

Adults

Pediatrics

Geriatrics

Athletes & Performance Nutrition

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

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL PRECISION & PRESCRIPTION NUTRITION MARKET, BY NUTRITION TYPE

- 5.1 Precision Nutrition
- 5.2 Prescription Nutrition

6 GLOBAL PRECISION & PRESCRIPTION NUTRITION MARKET, BY PRODUCT CATEGORY

- 6.1 Functional Foods & Beverages
- 6.2 Nutraceuticals & Dietary Supplements
- 6.3 Medical Foods

7 GLOBAL PRECISION & PRESCRIPTION NUTRITION MARKET, BY HEALTH CONDITION

- 7.1 Metabolic Disorders
- 7.2 Gastrointestinal Health
- 7.3 Cardiovascular Health
- 7.4 Oncology Nutrition
- 7.5 Renal & Hepatic Disorders
- 7.6 Preventive Health & Wellness Nutrition

8 GLOBAL PRECISION & PRESCRIPTION NUTRITION MARKET, BY DELIVERY CHANNEL

- 8.1 Hospitals & Clinics
- 8.2 Retail Pharmacies
- 8.3 Online Platforms & Apps
- 8.4 Direct-to-Consumer (D2C) Subscription Models

9 GLOBAL PRECISION & PRESCRIPTION NUTRITION MARKET, BY END USER

- 9.1 Adults
- 9.2 Pediatrics

9.3 Geriatrics

9.4 Athletes & Performance Nutrition

10 GLOBAL PRECISION & PRESCRIPTION NUTRITION MARKET, BY GEOGRAPHY

10.1 North America

10.1.1 United States

10.1.2 Canada

10.1.3 Mexico

10.2 Europe

10.2.1 United Kingdom

10.2.2 Germany

10.2.3 France

10.2.4 Italy

10.2.5 Spain

10.2.6 Netherlands

10.2.7 Belgium

10.2.8 Sweden

10.2.9 Switzerland

10.2.10 Poland

10.2.11 Rest of Europe

10.3 Asia Pacific

10.3.1 China

10.3.2 Japan

10.3.3 India

10.3.4 South Korea

10.3.5 Australia

10.3.6 Indonesia

10.3.7 Thailand

10.3.8 Malaysia

10.3.9 Singapore

10.3.10 Vietnam

10.3.11 Rest of Asia Pacific

10.4 South America

10.4.1 Brazil

10.4.2 Argentina

10.4.3 Colombia

10.4.4 Chile

- 10.4.5 Peru
- 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
 - 10.5.1 Middle East
 - 10.5.1.1 Saudi Arabia
 - 10.5.1.2 United Arab Emirates
 - 10.5.1.3 Qatar
 - 10.5.1.4 Israel
 - 10.5.1.5 Rest of Middle East
 - 10.5.2 Africa
 - 10.5.2.1 South Africa
 - 10.5.2.2 Egypt
 - 10.5.2.3 Morocco
 - 10.5.2.4 Rest of Africa

11 STRATEGIC MARKET INTELLIGENCE

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

13 COMPANY PROFILES

- 13.1 Abbott Laboratories
- 13.2 Nestl? Health Science
- 13.3 Danone S.A.
- 13.4 Viome Life Sciences, Inc.
- 13.5 Thorne Research
- 13.6 ZOE Limited
- 13.7 Prenetics Global Limited

- 13.8 DayTwo Inc.
- 13.9 SelfDecode
- 13.10 23andMe Holding Co.
- 13.11 Nutrigenomix Inc.
- 13.12 GenoPalate Inc.
- 13.13 InsideTracker
- 13.14 AMILI Pte Ltd
- 13.15 Xcode Life
- 13.16 LifeNome Inc.
- 13.17 Genesis Healthcare Co.

List Of Tables

LIST OF TABLES

- Table 1 Global Precision & Prescription Nutrition Market Outlook, By Region (2023-2034) (\$MN)
- Table 2 Global Precision & Prescription Nutrition Market Outlook, By Nutrition Type (2023-2034) (\$MN)
- Table 3 Global Precision & Prescription Nutrition Market Outlook, By Precision Nutrition (2023-2034) (\$MN)
- Table 4 Global Precision & Prescription Nutrition Market Outlook, By Prescription Nutrition (2023-2034) (\$MN)
- Table 5 Global Precision & Prescription Nutrition Market Outlook, By Product Category (2023-2034) (\$MN)
- Table 6 Global Precision & Prescription Nutrition Market Outlook, By Functional Foods & Beverages (2023-2034) (\$MN)
- Table 7 Global Precision & Prescription Nutrition Market Outlook, By Nutraceuticals & Dietary Supplements (2023-2034) (\$MN)
- Table 8 Global Precision & Prescription Nutrition Market Outlook, By Medical Foods (2023-2034) (\$MN)
- Table 9 Global Precision & Prescription Nutrition Market Outlook, By Health Condition (2023-2034) (\$MN)
- Table 10 Global Precision & Prescription Nutrition Market Outlook, By Metabolic Disorders (2023-2034) (\$MN)
- Table 11 Global Precision & Prescription Nutrition Market Outlook, By Gastrointestinal Health (2023-2034) (\$MN)
- Table 12 Global Precision & Prescription Nutrition Market Outlook, By Cardiovascular Health (2023-2034) (\$MN)
- Table 13 Global Precision & Prescription Nutrition Market Outlook, By Oncology Nutrition (2023-2034) (\$MN)
- Table 14 Global Precision & Prescription Nutrition Market Outlook, By Renal & Hepatic Disorders (2023-2034) (\$MN)
- Table 15 Global Precision & Prescription Nutrition Market Outlook, By Preventive Health & Wellness Nutrition (2023-2034) (\$MN)
- Table 16 Global Precision & Prescription Nutrition Market Outlook, By Delivery Channel (2023-2034) (\$MN)
- Table 17 Global Precision & Prescription Nutrition Market Outlook, By Hospitals & Clinics (2023-2034) (\$MN)
- Table 18 Global Precision & Prescription Nutrition Market Outlook, By Retail

Pharmacies (2023-2034) (\$MN)

Table 19 Global Precision & Prescription Nutrition Market Outlook, By Online Platforms & Apps (2023-2034) (\$MN)

Table 20 Global Precision & Prescription Nutrition Market Outlook, By Direct-to-Consumer (D2C) Subscription Models (2023-2034) (\$MN)

Table 21 Global Precision & Prescription Nutrition Market Outlook, By End User (2023-2034) (\$MN)

Table 22 Global Precision & Prescription Nutrition Market Outlook, By Adults (2023-2034) (\$MN)

Table 23 Global Precision & Prescription Nutrition Market Outlook, By Pediatrics (2023-2034) (\$MN)

Table 24 Global Precision & Prescription Nutrition Market Outlook, By Geriatrics (2023-2034) (\$MN)

Table 25 Global Precision & Prescription Nutrition Market Outlook, By Athletes & Performance Nutrition (2023-2034) (\$MN)

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

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