

Egypt Personalized Nutrition Market, By Dosage Form (Tablets, Capsule, Powders, Liquids, Others), By Product Type (Dietary Supplements and Nutraceuticals, Functional Food, Functional Beverage, Digitalized DNA-based Diet, Sports Nutrigenomics, Others), By Tool Type (Genetic test kits, Food labels, Interactive apps, Portable gadgets, Wearable, Others), By Application (Standard Supplements, Disease Based, Additional Supplements, Medicinal Supplements, Sports Nutrition) By Region, Competition, Forecast & Opportunities, 2028 By Type (Bladder, Piston, Diaphragm, and Spring), By Application (Blow Out Preventers (BOP), Mud Pumps, Offshore Rigs, and Others), By Deployment (Onshore, Offshore), By Region and Competition

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Abstracts

Egypt personalized nutrition market is expected to grow at an impressive rate during the forecast period, 2024-2028 due to an increase in the number of people with chronic diseases such as diabetes, hypertension, and obesity. According to the World Health Organization (WHO), Egypt ranks 18th with the highest prevalence of obesity across the world. Deaths attributable to non-communicable diseases represent about 71% of the total mortality burden. As a result, more people are seeking personalized nutrition solutions to help manage their health conditions and improve their overall well-being.

Personalized nutrition refers to the practice of tailoring nutritional recommendations and interventions to an individual's unique needs, based on factors such as genetics, lifestyle, and medical history. This approach to nutrition is gaining popularity across the world as more people recognize that a 'one-size-fits-all' approach to nutrition is not effective for everyone.

The growth of personalized nutrition in Egypt is also fueled by the increasing number of startups focused on this area. These startups are leveraging the latest technology and scientific research to develop personalized nutrition plans that are tailored to individual's unique needs. They are also providing a range of products and services, such as DNA testing, health assessments, and nutrition coaching, to help people achieve their health goals.

The Egyptian government has also been supporting the growth of the personalized nutrition market through various initiatives. For example, the Ministry of Health has launched several programs to raise awareness about the importance of good nutrition and healthy lifestyle choices. These programs aim to educate the public on the benefits of personalized nutrition and promote healthy eating habits.

Technology is playing a critical role in the growth of the Egypt personalized nutrition market. With the widespread use of smartphones and other digital devices, it has become easier than ever for people to access personalized nutrition advice and recommendations. This has led to the development of several mobile applications and digital platforms that use artificial intelligence and machine learning algorithms to provide personalized nutrition recommendations to users.

Egyptians are increasingly interested in maintaining a healthy lifestyle and preventing chronic diseases. This interest in health and wellness is fueling the demand for personalized nutrition solutions that are tailored to individual needs and preferences. As more people become aware of the benefits of personalized nutrition, the market is expected to continue growing during the forecast period.

While Egypt personalized nutrition market has been growing at a rapid pace in recent years, it is also facing several challenges that are hampering its growth. These challenges include limited awareness and education, limited access to technology, limited availability of data, limited access to funding, and limited regulations.

Though technology is playing a critical role in the growth of the personalized nutrition

market in Egypt, there are still many people who do not have access to smartphones or other digital devices. This limits the reach of personalized nutrition solutions and makes it difficult for businesses to scale their services to a wider audience.

Personalized nutrition solutions rely on data to provide tailored recommendations to users. However, there is a limited availability of data in Egypt, particularly when it comes to health data. This is creating a challenge for personalized nutrition providers who need access to data to develop effective and accurate recommendations.

Consumers in Egypt are increasingly seeking personalized nutrition plans that are tailored to their individual needs and preferences. As awareness of the benefits of personalized nutrition grows, more people are looking for solutions that can help them achieve their health and wellness goals. This is expected to drive the demand for personalized nutrition plans and services during the forecast period.

With the growing availability of technology in Egypt, there is an increasing trend toward AI-based nutrition solutions that use machine learning algorithms to provide personalized recommendations. These solutions are able to analyze large amounts of data and provide tailored recommendations based on an individual's unique needs and preferences. This trend is expected to continue during the forecast period, as more people turn to technology for personalized nutrition solutions.

Plant-based diets are becoming increasingly popular in Egypt, driven by concerns over health, sustainability, and animal welfare. As more people adopt plant-based diets, there is a growing demand for personalized nutrition plans and services that cater to these diets. This is expected to fuel the growth of the personalized nutrition market during the forecast period.

Nutrigenomics is the study of how genetic variation affects an individual's response to nutrients in food. With the growing availability of genetic testing in Egypt, there is an increasing trend toward personalized nutrition plans that incorporate nutrigenomics. This trend is expected to continue during the forecast period, as more people seek personalized nutrition solutions that take their genetics into account.

Inclination Toward Healthy Lifestyle

In recent years, there has been a growing inclination toward a healthy lifestyle in Egypt, and this trend is set to fuel the growth of the Egypt personalized nutrition market in the coming years. The COVID-19 pandemic has further accelerated this trend, as people

are increasingly aware of the importance of good health and wellness to prevent and combat diseases. As a result, more people are seeking tailored solutions that can help them achieve their health and wellness goals.

With the rising awareness of the importance of good health, people are looking for solutions that can help them achieve their health goals. Personalized nutrition plans are tailored to individual needs and preferences, which can include factors such as age, gender, weight, activity level, and health conditions. By offering personalized nutrition plans, providers can help consumers achieve their goals, whether it is to lose weight, gain muscle, or improve their overall health and well-being.

With the growing awareness of the importance of good health, people are increasingly adopting healthy eating habits, such as consuming more whole foods, fruits, and vegetables. This trend is creating opportunities for personalized nutrition providers to offer tailored solutions that cater to specific dietary needs and preferences. Providers can offer personalized nutrition plans that are designed to meet the specific nutritional needs of consumers, ensuring that they receive the right balance of nutrients to support their health and wellness goals.

In addition to the adoption of healthy eating habits, the emergence of health-conscious consumers is driving the growth of the personalized nutrition market in Egypt. There is a growing population of health-conscious consumers in Egypt who are willing to pay a premium for high-quality nutrition products and services. This trend is creating opportunities for personalized nutrition providers to offer their services through digital platforms, making it easier for consumers to access tailored solutions.

Prevalence of Obesity

The incidence of obesity in Egypt has become an increasing concern in recent years. More people are switching to personalized nutrition to better control their weight and overall health, which is driving the growth of the Malaysia personalized nutrition market. Since they cater to a person's specific needs, preferences, and lifestyle, personalized nutrition plans are gaining popularity because they facilitate simpler for people to achieve their health objectives.

Increased awareness of health potential risks linked to obesity is contributing to the expansion of the Egypt personalized nutrition market. The association between obesity and chronic illnesses, including diabetes, heart disease, and particular types of cancer is becoming increasingly widely known. This has increased the need for personalized

nutrition strategies that can assist people in controlling their weight and lowering their chance of contracting these diseases.

The market for personalized nutrition in Egypt is evolving due to the prevalence of obesity. To help people in their weight loss attempts, providers are creating novel and innovative solutions. For instance, some service providers are utilizing AI and machine learning algorithms to develop personalized nutrition schedules that are catered to a person's particular needs and tastes. With the use of this technology, people can more efficiently reach their weight loss goals and make informed food decisions.

To aid people in their weight loss efforts, companies provide a variety of other products and services in addition to personalized nutrition plans. Dietary supplements, meal replacement shakes, and weight loss plans might fall under this category. These solutions are made to support people through their weight reduction journeys and assist them in reaching their objectives.

Market Segmentation

The Egypt personalized nutrition market can be segmented by dosage form, product type, tool type, application, and region. By dosage form, the Egypt personalized nutrition market can be segmented into tablets, capsule, powders, liquids, and others. Based on product type, the Egypt personalized nutrition market is further segmented into dietary supplements and nutraceuticals, functional food, functional beverage, digitalized DNA-based diet, sports nutrigenomics, and others. Based on tool type, the Egypt personalized nutrition market is further segmented into genetic test kits, food labels, interactive apps, portable gadgets, wearable, and others. Based on application, the Egypt personalized nutrition market is further segmented into standard supplements, disease based, additional supplements, medicinal supplements, and sports nutrition.

Market Players

Nutrifits Ltd, NutriBox Egypt, NutriCrafters, Nourish Myself, and NutriCheck are some of the leading companies operating in the market.

Report Scope:

In this report, Egypt personalized nutrition market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Egypt Personalized Nutrition Market, By Dosage Form

Tablets

Capsule

Powders

Liquids

Others

Egypt Personalized Nutrition Market, By Product Type

Dietary Supplements and Nutraceuticals

Functional Food

Functional Beverage

Digitalized DNA-based Diet

Sports Nutrigenomics

Others

Egypt Personalized Nutrition Market, By Tool Type

Genetic test kits

Food labels

Interactive apps

Portable gadgets

Wearable

Others

Egypt Personalized Nutrition Market, By Application

Standard Supplements

Disease Based

Additional Supplements

Medicinal Supplements

Sports Nutrition

Egypt Hospital Bed Market, By Region

Cairo

Alexandria

Giza Qalyubia

Port Said Suez

Rest of Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Egypt personalized nutrition market

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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