

Global Nutrigenomics Market, By Product & Services (Services {Nutrigenomics Genetic Testing}, Product {Vitamins & Supplements, Probiotics, Prebiotics}), By Technique (Saliva/Buccal Swab, Blood, Others), By Application (Obesity, Cancer Research, Cardiovascular Diseases, Digestive Health, Others), By Region, Competition, Opportunity, and Forecast, 2016-2026

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Abstracts

Global nutrigenomics market stood at USD785.38 million in 2020 and it is expected to grow with a CAGR of 10.88% in the forecast period, 2022-2026, to achieve a market value of USD1394.43 million by 2026F. The global nutrigenomics market is anticipated to grow on the grounds of increasing demand for nutritious and healthy food alternatives. Growing concerns among the population and thus the shift toward healthier food, and its influence on the genetic morphology of the global population, is driving the growth of the global nutrigenomics market in the upcoming five years. Obesity, diabetes, and other sedentary lifestyle diseases are the underlying cause of the population adapting to healthier food and thus healthier diets, thereby supporting the growth of the global nutrigenomics market in the next five years. Diet concerns and demand for adequate nutrients in the diet for athletes and sports players are also responsible for the growth of the global nutrigenomics market in the future five years. Preventive measures to overcome the poor lifestyle, and unhealthy eating habits along with the increasing instances of cardiovascular diseases is propelling the growth of the global nutrigenomics market in the forecast years, until 2026. Moreover, advancing applications in dermatology, food and beverage products, along with the demand for diagnosis of metabolic and genetic diseases are also aiding to the growth of the global

nutrigenomics market in the forecast period.

The global nutrigenomics market is segmented into product & services, products, technique, applications, competition analysis, and regional distribution. Based on product & services, the market is further bifurcated into services such as nutrigenomics genetic testing and products. Nutrigenomics genetic testing services are anticipated to hold the largest revenue shares of the market and dominate the market segment in the upcoming five years on account of increasing demands for genetically modified products and growing concerns over the safety and health effects of these products.

BioGaia, DuPont de Nemours, Inc., Nutrigenomix Inc., 23andMe, Inc., Metagenics, Inc., Genova Diagnostics Inc., DNA fit, MedGenome, Garden of Life, LLC., GeneOmbio, WellGen Inc., XCODE Life., Koninklijke DSM N.V., Jarrow Formulas Inc., Ingredion Incorporated are among the major market players in the global nutrigenomics market. The sector can now give superior services through nutrigenomics owing to advanced technologies. In the next five years, further progress would help the market value and brand establishment. New market players may concentrate on research and development in order to create options that meet both customer demand and help market players increase their brand value. Mergers and acquisitions, as well as new product creation, are other competitive strategies.

Years considered for this report:

Historical Years: 2016 – 2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022 – 2026

Objective of the Study:

To analyze the historical growth of the market size of global nutrigenomics market from 2016 to 2020.

To estimate and forecast the market size of global nutrigenomics market from 2021 to 2026 and growth rate until 2026.

To classify and forecast global nutrigenomics market based on product & services, technique, application, competitive landscape, and regional distribution.

To identify dominant region or segment in the global nutrigenomics market.

To identify drivers and challenges for global nutrigenomics market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in global nutrigenomics market.

To identify and analyze the profile of leading players operating in global nutrigenomics market.

To identify key sustainable strategies adopted by market players in global nutrigenomics market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers, service providers, suppliers, and distributors across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufactures and service providers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufactures, service vendors, distribution channels and presence of all major players across the globe.

TechSci Research calculated the market size of global nutrigenomics market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Manufacturers, service providers, end users, and other stakeholders

Distributors and suppliers of products & services and other stakeholders

Organizations, forums, and alliances related to nutrigenomics

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, service providers, suppliers, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

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

Nutrigenomics Market, By Products & Services:

Services (Nutrigenomics Genetic Testing)

Products

Nutrigenomics Market, By Products:

Vitamins & Supplements

Probiotics

Prebiotics

Nutrigenomics Market, By Technique:

Saliva/Buccal Swab

Blood

Others

Nutrigenomics Market, By Application:

Obesity

Cancer Research

Cardiovascular Diseases

Digestive Health

Others

Nutrigenomics Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global Nutrigenomics 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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