

Personalized Nutrition And Supplements Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Ingredient (Proteins & Amino Acid, Vitamins, Minerals, Probiotics, Herbal/Botanic), By Dosage Form (Tablets/Capsules, Liquids, Powders, Other Forms), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Retail Pharmacies, Online Pharmacies & E-Commerce Sites), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

In 2022, the Global Personalized Nutrition and Supplements Market reached a valuation of USD 42.01 billion, and it is projected to reach a Compound Annual Growth Rate (CAGR) of 13.19% through 2028. The Personalized Nutrition and Supplements Market is currently experiencing substantial growth, driven by the increasing demand for tailored dietary solutions among consumers. This market addresses the unique nutritional requirements of individuals by harnessing advancements in genetic testing and personalized health assessments.

The growth of this market is propelled by several factors, including heightened health consciousness among consumers, growing awareness of the significant impact of diet on well-being, and a preference for proactive healthcare approaches. Personalized nutrition and supplements offer customized dietary plans and products, empowering consumers to optimize their health according to their specific needs. Notably, this market is characterized by collaborations between nutritionists, geneticists, and food

producers, which result in personalized dietary recommendations and supplement offerings.

As consumers increasingly prioritize wellness and take a more personalized approach to nutrition, this market is poised for further expansion in the forthcoming years.

Key Market Drivers

Increasing Consumer Health Awareness Coupled With Growing Demand For Retail Nutrition Products

The Personalized Nutrition and Supplements Market is experiencing a significant surge, primarily driven by the increasing health awareness among consumers and the growing demand for retail nutrition products. Several factors contribute to this trend: Consumers today are more health-conscious than ever before. They are proactively seeking ways to improve their overall well-being and prevent health issues. This heightened awareness of the importance of nutrition in maintaining good health has spurred interest in personalized nutrition. Generic, one-size-fits-all dietary recommendations no longer suffice for many consumers. They recognize that their nutritional needs are unique, influenced by factors such as age, gender, genetics, and lifestyle. Personalized nutrition offers tailored solutions that align with these individual requirements, enhancing its appeal.

The digital age has made health information more accessible than ever. Consumers can easily access nutritional knowledge, research findings, and health-related data online. This has empowered them to make informed choices about their diets and supplements, contributing to the demand for personalized nutrition. The availability of retail nutrition products, including personalized supplements, has expanded significantly. Consumers can now conveniently purchase these products both online and in physical stores. This accessibility has made it easier for individuals to incorporate personalized nutrition into their daily routines. Technological advancements, particularly in genetic testing and health tracking, have enabled a deeper understanding of individual health needs. Consumers can now undergo genetic assessments and health evaluations to receive personalized dietary recommendations.

Personalized nutrition doesn't just stop at dietary recommendations. It extends to personalized supplement formulations tailored to specific deficiencies or health goals. This customization appeals to consumers looking for targeted solutions.

The overarching wellness trend has influenced consumer choices. Many individuals are now viewing nutrition as a fundamental component of their wellness journey, and they are willing to invest in personalized nutrition and supplements to achieve their health objectives. Consumers are increasingly adopting a holistic approach to health, recognizing the interplay between nutrition, physical activity, mental well-being, and genetics. Personalized nutrition aligns with this holistic perspective, offering a comprehensive approach to health optimization. In conclusion, the convergence of increasing consumer health awareness, the desire for individualized dietary solutions, the widespread availability of retail nutrition products, and technological advancements in health assessment are all driving the rapid growth of the Personalized Nutrition and Supplements Market. As consumers continue to prioritize their health and well-being, this market is expected to flourish in the coming years, providing tailored nutritional solutions to meet the unique needs of individuals.

Wide Range Of Program Options With Respect To Type And Price

The Personalized Nutrition and Supplements Market is experiencing a surge in growth due to the wide range of program options available with respect to type and price. This diversity in offerings has become a significant driver for the market's expansion, catering to a broad spectrum of consumer preferences and needs. Personalized nutrition and supplement programs are now available at various price points, making them accessible to a wide range of consumers. This affordability factor ensures that personalized nutrition is not limited to a niche demographic but can be embraced by individuals with varying budgets. The market offers an extensive array of program options that can be tailored to suit different dietary requirements, health goals, and preferences. Whether someone is seeking weight management, athletic performance enhancement, dietary guidance for specific medical conditions, or general wellness, there's a personalized nutrition program designed to address their unique needs. Consumers have diverse dietary preferences, such as vegan, vegetarian, gluten-free, or paleo diets. Personalized nutrition programs accommodate these preferences and provide recommendations that align with an individual's chosen dietary lifestyle. People pursue personalized nutrition for various health objectives, including weight loss, muscle gain, improved digestion, and enhanced energy levels. The availability of specialized programs allows individuals to select a program tailored to their specific health goals.

In addition to dietary guidance, personalized nutrition programs often include recommendations for nutritional supplements. These supplements come in a variety of types and formulations, accommodating individual preferences and dietary restrictions. Consumers can access personalized nutrition and supplement programs through both

online platforms and in-store options. This flexibility ensures that individuals can choose the mode of interaction that suits their convenience and comfort level. Personalized nutrition programs may offer varying levels of professional guidance, from basic online assessments to consultations with registered dietitians or nutritionists. This range of support options allows consumers to choose the level of guidance that meets their needs.

Some personalized nutrition programs are offered as subscription services, providing ongoing support and adjustments to dietary plans as individuals progress towards their health goals. This subscription-based approach caters to long-term commitment and adherence. In essence, the Personalized Nutrition and Supplements Market's wide range of program options, encompassing various types, price points, and customization levels, ensures that consumers can find a solution that precisely fits their unique requirements and preferences. This diversity not only drives market growth but also democratizes access to personalized nutrition, making it an inclusive and adaptable approach to improved health and well-being.

Increasing Prevalence Of Diet-Related Diseases

The Personalized Nutrition and Supplements Market is being driven by the increasing prevalence of diet-related diseases, which has become a pressing global health concern. Several factors contribute to this driver: There has been a notable uptick in diet-related health issues, including obesity, diabetes, cardiovascular diseases, and gastrointestinal disorders. These conditions often stem from poor dietary choices, sedentary lifestyles, and genetic predispositions. With growing health consciousness, individuals are recognizing the profound impact of diet on their overall well-being. They are actively seeking ways to address and prevent diet-related diseases, creating a demand for personalized nutrition solutions. Conventional dietary recommendations do not always effectively address the specific needs and challenges faced by individuals with diet-related diseases. Personalized nutrition offers tailored interventions that consider an individual's unique health profile, genetic makeup, and lifestyle.

The concept of precision medicine, which tailors healthcare to individual characteristics, has gained prominence. Personalized nutrition aligns with this approach by providing precise dietary recommendations and supplement regimens based on genetic markers and health assessments. The global obesity epidemic is a major contributor to diet-related diseases. Personalized nutrition can play a pivotal role in weight management by offering personalized meal plans, calorie recommendations, and exercise guidance to combat obesity and its associated health risks. Genetic factors significantly influence

an individual's susceptibility to diet-related diseases. Personalized nutrition leverages genetic testing to identify genetic predispositions and recommend dietary modifications that mitigate disease risk. Personalized nutrition is increasingly recognized as a proactive approach to chronic disease prevention. Individuals are turning to personalized nutrition to reduce the risk of developing conditions like diabetes, heart disease, and certain cancers. People are adopting a holistic perspective on health, recognizing that nutrition is a cornerstone of well-being. Personalized nutrition fits seamlessly into this holistic health paradigm by addressing diet-related disease risk factors comprehensively.

In conclusion, the rising prevalence of diet-related diseases has intensified the need for tailored dietary solutions, making personalized nutrition and supplements a critical driver in the quest for better health outcomes. As individuals become more proactive in managing their health and preventing diet-related diseases, the Personalized Nutrition and Supplements Market is expected to continue its growth trajectory, offering targeted and effective interventions to address this global health challenge.

Advancements in Nutrigenomics

Advancements in Nutrigenomics have emerged as a powerful driver for the Personalized Nutrition and Supplements Market. Nutrigenomics is the study of how an individual's genetic makeup influences their response to diet and nutrients. As our understanding of this field deepens, it opens up a new frontier in tailoring nutrition and supplements to meet specific health needs. This advancement allows for a level of personalization never before achievable. Genetic testing and analysis can uncover an individual's unique genetic predispositions, nutritional requirements, and potential dietary sensitivities. Armed with this information, personalized nutrition plans can be crafted, optimizing dietary choices to align with one's genetic profile. For consumers, this represents a highly appealing prospect. It moves nutrition and supplementation away from the one-size-fits-all approach and towards a more precise and effective regimen. This not only addresses specific health concerns but also enhances overall wellness and preventive healthcare.

Moreover, the integration of technology plays a pivotal role. Advanced algorithms and data analytics can process vast amounts of genetic data rapidly, translating it into practical dietary recommendations. Mobile apps and online platforms then deliver these tailored plans directly to consumers, making personalized nutrition accessible and convenient. The growth of the Nutrigenomics field not only benefits individuals but also fosters innovation in the nutrition and supplement industry. Companies are increasingly

investing in research and development to create products that cater to the specific genetic needs of their customers. In summary, Advancements in Nutrigenomics are revolutionizing the Personalized Nutrition and Supplements Market by offering a scientific and individualized approach to nutrition. This breakthrough technology aligns with the modern consumer's desire for proactive health management, convenience, and customized solutions, driving significant growth and transformation in the industry.

Key Market Challenges

Privacy Concerns

Privacy concerns represent a significant challenge for the Personalized Nutrition and Supplements Market, primarily due to the sensitive nature of the data involved. Personalized nutrition relies on the collection and analysis of intimate information, including genetic data, health history, and dietary habits. As consumers share this information with companies and service providers to receive tailored recommendations, several critical issues emerge. Firstly, data security is paramount. Storing and transmitting sensitive health and genetic information carries a high risk of data breaches or unauthorized access. In an era where data breaches are increasingly common, consumers worry about the safety of their personal health data. Any breach could result in the exposure of not only health details but also potentially identifiable genetic information, leading to privacy violations and identity theft concerns. Secondly, the ethical handling of data is crucial. Companies must obtain informed consent from consumers before collecting and using their personal information. Moreover, clear policies on how the data will be stored, shared, and utilized must be communicated transparently to customers. Ensuring that consumers have control over their data and can easily opt out of data-sharing practices is vital to maintaining trust.

Furthermore, there's a concern about how this data may be used beyond personalized recommendations. Will it be sold to third parties, such as pharmaceutical companies or insurers, potentially leading to discrimination or misuse of the data? These concerns can deter individuals from embracing personalized nutrition and supplements, undermining the growth of the market. In summary, addressing privacy concerns is essential for the Personalized Nutrition and Supplements Market to gain and retain consumer trust. Ensuring data security, transparent data handling practices, and ethical use of personal information are critical steps in mitigating these challenges. Failure to do so could hinder the market's growth and acceptance.

High Cost

The cost represents a substantial challenge for the Personalized Nutrition and Supplements Market, potentially limiting its accessibility to a broader demographic. Personalized nutrition often involves genetic testing, specialized dietary plans, and tailored supplement recommendations, all of which can be expensive. Genetic testing, a fundamental component of personalized nutrition, can be costly, and this initial expense can deter many individuals from even considering personalized approaches. Additionally, interpreting genetic data and creating personalized dietary plans require specialized expertise and technology, which can further drive up costs. Moreover, continuous monitoring and adjustments to personalized nutrition plans can incur ongoing expenses. For consumers, the financial burden of personalized nutrition can be a significant deterrent, particularly when compared to generic dietary advice or over-the-counter supplements. This cost barrier disproportionately affects lower-income individuals and communities, limiting their access to the potential health benefits of personalized nutrition.

Furthermore, the lack of insurance coverage for personalized nutrition and genetic testing exacerbates the cost issue. In many cases, health insurance plans do not cover these services, leaving consumers to bear the full financial burden. Addressing the cost challenge in personalized nutrition is crucial for widespread adoption and market growth. Innovations that reduce the cost of genetic testing, such as at-home testing kits or increased competition among service providers, can make personalized nutrition more accessible. Additionally, advocating for insurance coverage and subsidies for these services can help bridge the affordability gap, ensuring that personalized nutrition is not only a privilege of the affluent but a healthcare option available to all.

Key Market Trends

Genetic Testing Integration

Genetic Testing Integration has emerged as a significant trend in the Personalized Nutrition and Supplements Market. This trend is driven by advancements in genetic analysis and the growing understanding of how an individual's genetic makeup influences their nutritional requirements.

Genetic testing allows for the identification of specific genetic markers related to metabolism, nutrient absorption, and dietary sensitivities. By integrating this genetic information into personalized nutrition programs, providers can offer highly tailored dietary recommendations. For example, individuals may receive guidance on optimal

macronutrient ratios, micronutrient supplementation, and personalized dietary plans based on their genetic predispositions. This trend not only enhances the precision of personalized nutrition but also empowers individuals to make informed dietary choices that align with their unique genetic profiles. As genetic testing technologies continue to advance, we can expect this trend to further shape the landscape of personalized nutrition and supplements, making it a more precise and effective approach to optimizing health and well-being.

Personalized Supplements

Personalized supplements have emerged as a prominent trend in the Personalized Nutrition and Supplements Market due to their ability to cater to individualized health needs and preferences. This trend has been fueled by advancements in biotechnology, data analytics, and consumer awareness. Firstly, technological innovations have enabled the collection of extensive health data, including genetic information and biomarkers. This wealth of data allows for the customization of supplements, ensuring they address specific deficiencies or health goals unique to each individual. Secondly, consumers are increasingly seeking tailored solutions for their well-being. They are more health-conscious and value products designed to suit their specific requirements, rather than opting for one-size-fits-all solutions. This demand for personalization has led to the rapid growth of the personalized supplements market.

Moreover, the growing availability of online platforms and mobile apps has made it easier for consumers to access personalized nutrition advice and purchase custom-formulated supplements. This convenience factor has further propelled the trend. In conclusion, personalized supplements have gained momentum in the Personalized Nutrition and Supplements Market by harnessing technology, meeting consumer demands for customization, and offering convenient access to tailored health solutions. This trend is expected to continue to thrive as individuals prioritize their unique health and wellness needs.

Segmental Insights

Ingredient Insights

In 2022, the vitamins segment took the lead in the industry, commanding a significant share. This prominence is attributed to the convenience offered by vitamin supplements in bridging nutritional gaps in individuals' diets. A June 2022 study published in JAMA Network Open found that approximately 31% of surveyed respondents incorporated

multi-mineral supplements into their health routines. Additionally, in January 2022, Dr. Heather Moday highlighted three essential vitamins for human health in her CNBC article.

Moreover, the segment's growth is expected to receive a further boost through ongoing product development efforts. Notably, in February 2022, Nourished introduced an innovative vegan-based vitamin D3 ingredient, utilizing 3D printing technology to deliver a dosage six times more potent than previous versions. Research has indicated that vitamin D3 supplements can significantly enhance T cell counts. Furthermore, within the industry, the probiotics segment is anticipated to experience the most rapid growth during the forecast period. Natural sources like yogurt have traditionally been associated with probiotics, which are gaining popularity as dietary supplements. The National Institutes of Health project that sales of probiotics supplements will exceed USD 64 billion by 2023. This underscores the increasing consumer interest in products promoting gut health and overall well-being.

Dosage Form Insights

In 2022, the industry was primarily dominated by the tablets segment, commanding a substantial share in the total revenue. Tablets emerged as the most prevalent form of dietary supplements, contributing significantly to the industry's overall earnings. Their popularity stems from several factors, including safety, cost-effectiveness in production, and efficiency in nutrient delivery. Tablets come in various shapes and sizes, typically created by compacting powdered ingredients into solid form, which can readily disintegrate within the digestive tract. Additionally, many tablets incorporate additives to improve texture, appearance, or taste. Some are even coated to prevent premature breakdown before reaching the small intestine, where vital nutrients are absorbed.

Capsules, on the other hand, represent another supplement format. These capsules encase the nutritional content within an outer shell, designed to break down in the digestive system, allowing for absorption into the bloodstream for metabolism and distribution. Liquid-form supplements and vitamins offer a unique advantage as they allow for easier customization by blending varying dosages of diverse nutrients, facilitating the development of personalized formulations. Notably, the liquid form segment is poised for the fastest growth during the forecast period, driven by increased adoption among children and older adults. This form of supplementation is particularly suitable for the aging population due to its ease of consumption and faster absorption into the body.

Regional Insights

North America has emerged as a dominant force in the Personalized Nutrition and Supplements Market for several compelling reasons. Firstly, the region boasts a well-established healthcare infrastructure, which includes cutting-edge research institutions, advanced biotechnology firms, and a robust regulatory framework. This enables the development and marketing of personalized nutrition and supplement products with a strong scientific foundation. Secondly, North America has a highly health-conscious and well-informed consumer base. With a culture that places a premium on individual wellness, there is a substantial demand for tailored health solutions. This demand is further fueled by the region's rising rates of chronic diseases and a growing awareness of the importance of preventive healthcare.

Thirdly, North America has a dynamic and competitive market landscape. Numerous companies in the region are at the forefront of innovation in the personalized nutrition and supplements sector, driving product development and market expansion. Additionally, North America's diverse population, with varying dietary preferences and health needs, creates a fertile ground for personalized approaches to nutrition and supplementation. This diversity allows companies to offer a wide range of customized products to cater to different demographics and lifestyles. Overall, North America's combination of advanced infrastructure, health-conscious consumers, market competition, and a diverse population has positioned it as a dominant force in the burgeoning Personalized Nutrition and Supplements Market.

Key Market Players

Amway Corporation

Superior Supplements Inc

Metagenics, Inc.

Nutralliance, Inc.

Archer Daniels Midland Company (ADM)

Viome Life Sciences, Inc.

DNAFit Life Sciences Ltd

Abbott Laboratories Inc

Herbalife International of America, Inc.

GX Sciences, LLC

Report Scope:

In this report, the Global Personalized Nutrition And Supplements Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Personalized Nutrition And Supplements Market, By Ingredient:

Proteins & Amino Acid

Vitamins

Minerals

Probiotics

Herbal/Botanic

Personalized Nutrition And Supplements Market, By Dosage Form:

Tablets/Capsules

Liquids

Powders

Other Forms

Personalized Nutrition And Supplements Market, By End Use:

Supermarkets/Hypermarkets

Specialty Stores

Retail Pharmacies

Online Pharmacies & E-Commerce Sites

Personalized Nutrition And Supplements Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Personalized Nutrition And Supplements Market.

Available Customizations:

Global Personalized Nutrition And Supplements market report with the given market data, Tech Sci 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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