

Personalized Nutrition And Supplements Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Ingredient (Proteins & Amino Acid, Vitamins, Minerals, Probiotics, Herbal/Botanic), By Dosage Form (Tablets/Capsules, Liquids, Powders, Other), By End Use (Supermarkets/Hypermarkets, Specialty Stores, Retail Pharmacies, Online Pharmacies & E-Commerce Sites), By Region, & Competition, 2020-2030F

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Abstracts

Market Overview

The Global Personalized Nutrition and Supplements Market was valued at USD 54.17 billion in 2024 and is expected to reach USD 113.93 billion by 2030, growing at a CAGR of 13.15%. The market is rapidly evolving from a niche concept to a core element of the health and wellness industry, driven by technological innovation, consumer demand for individualized wellness, and a global shift toward preventive healthcare. Fueled by rising interest in data-driven, personalized health regimens, the sector is expanding alongside growing awareness of nutrition's role in chronic disease prevention. As the sector collects increasingly sensitive health and genetic data, compliance with data privacy regulations like HIPAA and GDPR has become essential to maintaining consumer trust. Positioned at the intersection of healthcare, digital technology, and consumer empowerment, personalized nutrition is poised to reshape the future of health engagement by delivering precise, scalable, and accessible solutions tailored to individual needs.

Key Market Drivers

Increasing Prevalence of Diet-Related Diseases

The rising incidence of diet-related diseases stands as a primary driver of growth in the Global Personalized Nutrition and Supplements Market. Obesity, diabetes, hypertension, and cardiovascular diseases are becoming widespread health concerns globally, prompting consumers and healthcare providers to seek proactive, personalized nutritional interventions. In 2022, roughly 1 in 8 individuals globally lived with obesity, with adult obesity rates more than doubling since 1990 and adolescent rates quadrupling. Concurrently, 2.5 billion adults were classified as overweight, with 890 million of them considered obese. These trends highlight the critical need for individualized nutritional strategies. Non-communicable diseases (NCDs) accounted for 43 million deaths in 2021, comprising 75% of global non-pandemic-related mortality, with a disproportionate burden on low- and middle-income countries. Personalized nutrition offers a preventive and therapeutic approach to addressing these challenges by aligning dietary interventions with individual health profiles. This strategic shift is fueling market expansion and anchoring personalized nutrition as a key component in global health strategies.

Key Market Challenges

Privacy Concerns

Privacy concerns represent a substantial hurdle in the Global Personalized Nutrition and Supplements Market due to the sensitive nature of the data involved. Personalized nutrition services often rely on genetic, biometric, and health history information to tailor recommendations. As this data is collected, stored, and analyzed, concerns arise regarding data breaches and unauthorized access. Consumers are increasingly wary of how their personal health information is being used, especially as data breaches become more prevalent. Companies must prioritize transparency, obtain clear informed consent, and implement strict data governance protocols to ensure ethical data usage. Failure to adequately protect consumer data or clearly communicate data policies may lead to diminished trust and hinder market adoption. In a landscape governed by strict privacy regulations such as GDPR and HIPAA, safeguarding personal data is not only a legal obligation but also a key to sustaining consumer confidence and long-term market growth.

Key Market Trends

Genetic Testing Integration

The integration of genetic testing is a defining trend in the Personalized Nutrition and Supplements Market. As understanding of the genetic basis for individual nutritional needs improves, genetic testing is being increasingly used to offer highly customized health and dietary recommendations. These tests identify key genetic markers linked to metabolism, nutrient absorption, and food sensitivities, enabling practitioners to design precise nutrition plans tailored to each individual's genetic profile. Consumers can receive guidance on macronutrient distribution, micronutrient requirements, and lifestyle choices aligned with their biological predispositions. This trend is enhancing the effectiveness of personalized nutrition strategies and empowering individuals to take control of their health. As genetic testing becomes more accessible and affordable, it is expected to further embed itself into mainstream nutritional services, transforming one-size-fits-all approaches into highly targeted wellness programs.

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

Personalized Nutrition and Supplements Market, By End Use:

Supermarkets/Hypermarket

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

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, 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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