

United States Nutrigenomics Market, By Application (Obesity, Cardiovascular Diseases, Cancer Research, Others), By Product (Reagents & Kits, Services), By Technique (Saliva, Buccal Swab, Blood), By End User (Hospitals & Clinics, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

United States Nutrigenomics Market was valued at USD 210.75 Million in 2024 and is anticipated to project impressive growth in the forecast period with a CAGR of 8.60% through 2030. The United States Nutrigenomics Market is a rapidly expanding segment within the personalized nutrition and healthcare industry, driven by growing consumer demand for tailored dietary solutions and advancements in genetic research.

Nutrigenomics, which explores the interaction between nutrition and an individual's genetic profile, is gaining momentum as both consumers and healthcare providers recognize its potential to enhance health outcomes and prevent diseases.

With rising awareness of personalized nutrition, individuals are increasingly seeking customized dietary recommendations based on their genetic composition, lifestyle factors, and existing health conditions. This scientific approach enables the development of precision-based nutrition plans, optimizing health and mitigating the risk of chronic diseases.

The market is poised for substantial growth, fueled by technological innovations, greater accessibility to genetic testing, and increasing consumer interest in preventive healthcare. However, challenges such as high costs, regulatory complexities, and data privacy concerns remain key considerations. Despite these hurdles, nutrigenomics is positioned to redefine the future of nutrition and preventive medicine, establishing itself

as a core component of precision healthcare. As the industry evolves, its ability to deliver personalized, science-backed nutritional strategies will play a pivotal role in improving long-term health and wellness outcomes.

Key Market Drivers

Increasing Prevalence of Chronic

The rising prevalence of chronic diseases in the United States is a major driver fueling the growth of the nutrigenomics market. As lifestyle-related health conditions such as obesity, diabetes, cardiovascular diseases, metabolic disorders, and gastrointestinal issues continue to escalate, consumers, healthcare providers, and businesses are turning to nutrigenomics as a preventive and personalized approach to health management. Chronic diseases account for a significant portion of healthcare costs and mortality in the U.S. According to the Centers for Disease Control and Prevention (CDC): 6 in 10 adults in the U.S. have at least one chronic disease. 4 in 10 adults suffer from two or more chronic conditions. Chronic diseases account for nearly 90% of the nation's USD4.1 trillion in annual healthcare costs. This growing burden has created a demand for proactive health solutions, leading to the increased adoption of nutrigenomics-based personalized nutrition to mitigate disease risks and improve patient outcomes.

Traditionally, chronic diseases have been managed through pharmaceutical interventions and lifestyle modifications. However, there is a growing paradigm shift towards preventive healthcare, where individuals seek solutions to prevent disease onset rather than merely treating symptoms. Genetic risk assessments for diseases like Type 2 diabetes, hypertension, and obesity. In 2021, an estimated 38.4 million individuals across all age groups in the United States—11.6% of the total population—were diagnosed with diabetes. Among adults aged 18 years and older, 38.1 million individuals, accounting for 14.7% of the adult population, had diabetes. Additionally, 8.7 million adults met laboratory criteria for diabetes but were either unaware of their condition or had not reported a diagnosis. This undiagnosed population represents 3.4% of all U.S. adults and a substantial 22.8% of the total diabetic adult population, highlighting a critical gap in diagnosis and healthcare awareness.

Personalized dietary plans tailored to an individual's genetic makeup to optimize metabolism and reduce disease susceptibility. Early intervention strategies that allow individuals to make informed nutritional choices before diseases manifest. This shift from reactive to proactive healthcare is accelerating the adoption of nutrigenomics

among both consumers and healthcare providers. Consumers are increasingly recognizing the role that genetics play in metabolism, nutrient absorption, and overall health. Many chronic diseases, such as Type 2 diabetes and cardiovascular diseases, have a genetic component that influences how the body processes certain nutrients. Identify genetic predispositions to conditions like insulin resistance, high cholesterol, and inflammatory disorders. Make evidence-based dietary adjustments to manage and reduce disease risks. Move towards DNA-based nutrition planning that goes beyond generic diet trends, improving long-term health outcomes. This awareness is fueling consumer demand for nutrigenomics-based services, supplements, and dietary plans, driving market growth.

The medical and wellness industries are integrating nutrigenomics-based solutions into chronic disease management programs. Hospitals, clinics, and nutritionists are utilizing genetic insights to design customized dietary interventions for patients with obesity, diabetes, and cardiovascular diseases. Heart disease remains the leading cause of mortality across all demographics, including men, women, and individuals from diverse racial and ethnic backgrounds. On average, one person succumbs to cardiovascular disease every 33 seconds. In 2022 alone, heart disease claimed 702,880 lives, accounting for one in every five deaths nationwide. Pharmaceutical and nutraceutical companies are leveraging nutrigenomics to develop targeted supplements and functional foods tailored to individuals with genetic predispositions to chronic illnesses. Insurance companies and corporate wellness programs are exploring nutrigenomics-based health plans to reduce long-term healthcare costs by emphasizing prevention. As healthcare providers increasingly incorporate genetic-based nutrition into patient care, the demand for nutrigenomics services and testing kits continues to surge. The rise of direct-to-consumer (DTC) genetic testing kits has made nutrigenomics more accessible to individuals looking to manage or prevent chronic conditions. Companies such as 23andMe, DNAfit, and Nutrigenomix are offering DNA-based health insights that include genetic predisposition to obesity, heart disease, and diabetes, along with tailored dietary recommendations. Additionally, AI-driven health apps and wearable technology are integrating nutrigenomic data to provide real-time, customized nutritional guidance. This accessibility is empowering individuals to take control of their health, further boosting the nutrigenomics market.

Rising Demand for Personalized Nutrition

The United States Nutrigenomics Market is witnessing substantial growth, with rising demand for personalized nutrition emerging as one of its primary drivers. The demand for personalized nutrition products is rapidly growing among North American

consumers. In the United States, 46% of consumers express a strong interest in receiving customized health advice and solutions tailored to their individual needs. Similarly, in Canada, 55% of adults indicate interest in DNA-based nutritional plans, highlighting a significant market opportunity for genetic-driven wellness solutions. Consumers are moving away from generic dietary recommendations and embracing tailored nutrition plans that cater to their unique genetic makeup, metabolism, and health conditions. This shift is fueling innovation and investment in nutrigenomics, making it a key sector in the future of precision health and wellness. The traditional approach to nutrition follows general dietary guidelines that apply broadly to the population. However, research has demonstrated that individuals metabolize and respond to foods differently based on their genetic profile. This has led to a shift toward precision nutrition, where dietary recommendations are based on a person's unique genetic predispositions. DNA-based dietary recommendations tailored to metabolism, nutrient absorption, and food intolerances. Optimized diet plans to prevent disease, enhance wellness, and improve long-term health outcomes. Scientific personalization of nutrition for specific health goals, such as weight management, heart health, and digestive health. This transition from generalized to personalized nutrition is a fundamental driver behind the increasing adoption of nutrigenomics-based solutions in the U.S.

Modern consumers are more informed than ever about the role of nutrition in overall health and longevity. With increasing awareness of nutrient-gene interactions, individuals are actively seeking solutions that help them: Identify how their genes impact their metabolism and food sensitivities (e.g., lactose or gluten intolerance). Choose diets that enhance energy levels, improve digestion, and optimize weight management. Reduce the risk of chronic diseases such as diabetes, cardiovascular conditions, and obesity through targeted dietary interventions. The demand for science-backed, personalized diet plans is leading to greater consumer interest in nutrigenomics-based products and services, driving market expansion. The rise of affordable genetic testing technologies, including Next-Generation Sequencing (NGS) and Polymerase Chain Reaction (PCR), has made DNA-based nutritional analysis more accessible. Lowered the cost of genetic testing, making it available to a broader consumer base. Improved the accuracy of genetic-based nutritional recommendations. Enabled the integration of artificial intelligence (AI) and big data to analyze genetic profiles and provide real-time, customized dietary guidance. With technology making personalized nutrition easier and more cost-effective, more consumers and businesses are entering the nutrigenomics space, fueling further market growth.

The emergence of direct-to-consumer (DTC) genetic testing kits has played a significant

role in the growing demand for personalized nutrition. Companies such as 23andMe, DNAfit, and Nutrigenomix offer easy-to-use home testing kits, enabling consumers to gain insights into their genetic predisposition for: Metabolism and weight management, Nutrient absorption efficiency (e.g., vitamins and minerals), Food intolerances and sensitivities. These insights empower individuals to customize their diet and supplement intake accordingly. The increasing adoption of DTC genetic tests has significantly expanded the consumer base for nutrigenomics, boosting the market's growth potential. With personalized nutrition becoming mainstream, the demand for customized functional foods and nutraceuticals is surging. DNA-based supplement formulations tailored to genetic deficiencies. Personalized meal plans and food products designed for specific genetic traits. Custom protein blends and performance-enhancing diets for fitness and athletic goals. The integration of nutrigenomics with the functional food industry is creating lucrative business opportunities for food and beverage companies, nutraceutical firms, and healthcare providers.

Advancements in Genomic Research and Technology

The United States Nutrigenomics Market is experiencing significant growth, primarily fueled by advancements in genomic research and technology. The continuous evolution of genetic sequencing, bioinformatics, AI-driven data analysis, and molecular diagnostics has improved the accessibility, accuracy, and affordability of genetic-based nutritional insights. These technological advancements are revolutionizing the way individuals and healthcare providers approach personalized nutrition, driving demand and market expansion. One of the most significant technological advancements driving the growth of the nutrigenomics market is the dramatic reduction in the cost of genetic sequencing. This affordability has made genetic testing more accessible to consumers, healthcare providers, and research institutions. Next-Generation Sequencing (NGS) and Polymerase Chain Reaction (PCR) technologies have enhanced the precision of genetic analysis, allowing for more accurate and comprehensive nutrigenomic profiling. As genetic testing becomes affordable and scalable, more consumers and businesses are adopting nutrigenomics-based solutions, fueling market growth.

Enhancing the accuracy of genetic-based dietary recommendations. Processing massive datasets to identify patterns in gene-nutrient interactions. Developing predictive models that allow individuals to optimize their diet and lifestyle based on their genetic profile. Companies are leveraging AI-driven personalized nutrition platforms to provide real-time, science-backed dietary suggestions. The automation and scalability of AI-based nutrigenomic solutions are attracting investments from biotech firms, healthcare providers, and consumer health brands, contributing to rapid industry growth.

Technological advancements have enabled the rise of direct-to-consumer (DTC) genetic testing kits, making nutrigenomics more accessible to the general public. Nutrient absorption rates (e.g., vitamins, minerals, and macronutrients). Food intolerances and sensitivities based on genetic markers. The proliferation of user-friendly, AI-powered genetic testing kits has significantly increased consumer interest in DNA-based nutrition, leading to higher adoption rates and market expansion.

Scientific advancements in molecular biology and functional genomics are unlocking new possibilities in nutrigenomics. Researchers are identifying specific gene-diet interactions that influence health conditions like diabetes, cardiovascular disease, and obesity. Advancements in epigenetics (the study of how genes are influenced by lifestyle and environmental factors) are helping tailor personalized nutrition plans. Microbiome research (the study of gut bacteria and its impact on health) is becoming an essential component of DNA-based dietary recommendations. These breakthroughs are driving innovation in precision nutrition, making nutrigenomics a core pillar of personalized healthcare and wellness solutions. Pharmaceutical companies are investing in nutrigenomics to develop personalized supplements and therapeutic diets. Hospitals and clinics are integrating DNA-based nutrition into preventive healthcare programs. Insurance providers are exploring nutrigenomics-based wellness plans to reduce long-term healthcare costs. These cross-industry collaborations are expanding the commercial applications of nutrigenomics, boosting demand and accelerating market growth.

Key Market Challenges

High Costs and Limited Accessibility

Despite advancements in genetic sequencing and personalized nutrition, the high cost of nutrigenomics-based testing and services remains a significant barrier to widespread adoption.

Although the cost of genome sequencing has decreased significantly, comprehensive nutrigenomics tests can still range from USD200 to over USD1,000, making them unaffordable for many consumers. Most health insurance plans in the U.S. do not cover nutrigenomics testing or personalized dietary consultations, making it a self-pay expense that restricts market penetration. Companies investing in nutrigenomics-based products and services face high research and development (R&D) costs due to the complex nature of gene-nutrient interactions and the need for advanced bioinformatics platforms. Access to genetic testing facilities and expert nutrigenomics practitioners is

often concentrated in urban areas, leaving rural populations with fewer opportunities to benefit from these services.

The high cost structure limits consumer adoption, particularly among middle- and lower-income demographics. Businesses face challenges in scaling nutrigenomics services, as affordability concerns hinder mass-market expansion. Without insurance reimbursement models, nutrigenomics remains a luxury product rather than a mainstream healthcare solution.

Regulatory and Ethical Concerns

The nutrigenomics industry operates in a complex regulatory environment, with data privacy, ethical concerns, and lack of standardized guidelines posing significant challenges.

The FDA, FTC, and other regulatory agencies have yet to establish comprehensive, standardized regulations for nutrigenomics testing and dietary recommendations. Nutrigenomics involves the collection and analysis of sensitive genetic data, raising concerns about data breaches, misuse of personal health information, and third-party data sharing. Some critics argue that genetic-based dietary recommendations could lead to genetic discrimination in areas such as employment and insurance coverage. There is also concern over misleading claims made by nutrigenomics companies regarding the effectiveness of genetic-based diets. Many direct-to-consumer (DTC) nutrigenomics companies operate without strict oversight, leading to variability in test accuracy and the reliability of dietary recommendations.

Regulatory uncertainty discourages large-scale investments from healthcare and biotech companies. Consumer skepticism due to privacy concerns and lack of industry regulation hinders adoption. Companies face legal risks related to compliance with HIPAA, GDPR, and evolving genetic privacy laws.

Key Market Trends

The Rise of Consumer-Led Health and Wellness Movements

A significant trend shaping the future of the nutrigenomics market is the shift toward consumer-driven health and wellness solutions. Unlike traditional healthcare, where interventions are often reactive, today's consumers are increasingly adopting a proactive approach to nutrition and disease prevention. Consumers are moving away

from one-size-fits-all diets and opting for personalized nutritional plans based on genetic insights. There is a rising interest in genetically informed dietary supplements and functional foods that align with an individual's DNA profile. Wearable devices, mobile health apps, and home-testing kits are empowering consumers to track biomarkers, analyze nutrient levels, and make informed dietary decisions.

Retail and e-commerce platforms are integrating nutrigenomics-based products, creating new revenue channels for businesses. Wellness-focused brands are leveraging genetic data to develop customized meal plans, supplements, and health subscriptions. The shift toward self-directed healthcare is accelerating partnerships between nutrigenomics companies, fitness brands, and telehealth providers.

Expansion of Corporate Wellness and Employer-Sponsored Nutrition Programs

As organizations recognize the long-term financial benefits of preventive healthcare, many are incorporating nutrigenomics-based wellness programs into their employee benefits packages. This corporate-driven adoption is fueling the next phase of nutrigenomics market expansion.

Companies are investing in preventive health strategies, including genetic-based nutrition plans, to reduce healthcare expenses associated with chronic diseases such as diabetes, obesity, and cardiovascular disorders. Leading employers are introducing DNA-driven nutrition plans as part of workplace wellness initiatives, offering employees access to genetic testing, diet recommendations, and targeted supplementation. Some insurance providers are beginning to explore coverage for nutrigenomics-based health assessments, aligning with broader trends in personalized medicine.

B2B partnerships between nutrigenomics firms and corporate wellness providers are creating new growth avenues. Companies offering genetic-based nutrition programs are securing long-term contracts with large employers, healthcare insurers, and benefits providers. Employers implementing nutrigenomics-backed dietary interventions see improved employee productivity, reduced absenteeism, and lower healthcare costs.

Segmental Insights

Product Insights

Based on the category of Product, the Reagents & Kits segment emerged as the dominant segment in the United States Nutrigenomics market in 2024. This is due to its

essential role in genetic testing, biomarker analysis, and personalized nutrition research. As the backbone of nutrigenomics applications, reagents and kits are widely used in laboratories, research institutions, and direct-to-consumer (DTC) genetic testing services. Their dominance is driven by increasing demand for genetic-based dietary insights, continuous advancements in molecular diagnostics, and the rise of home-based DNA testing kits. The growth of the nutrigenomics industry is closely linked to the rising adoption of genetic testing services for personalized dietary recommendations. Reagents and kits form the core components of these testing processes, making them indispensable in the market.

Nutrigenomics relies on genetic markers such as SNPs (Single Nucleotide Polymorphisms) to assess an individual's response to different nutrients. Reagents such as DNA polymerases, nucleotides, and primers play a crucial role in amplifying and analyzing these markers. The popularity of direct-to-consumer (DTC) genetic testing has surged, with major players such as 23andMe and DNAfit offering nutrition-based DNA analysis kits. These testing kits require specialized reagents for sample collection, DNA extraction, and sequencing. Healthcare providers and research institutions are increasingly using nutrigenomics testing kits for personalized disease prevention, obesity management, and metabolic health optimization. These factors are expected to drive the growth of this segment.

Application Insights

The Obesity segment is projected to experience rapid growth during the forecast period. This is due to the rising prevalence of obesity-related health conditions, the increasing demand for personalized weight management solutions, and the growing integration of genetic-based interventions into preventive healthcare. With obesity rates in the U.S. reaching alarming levels, nutrigenomics has emerged as a highly effective approach to understanding the genetic basis of weight gain, metabolism, and dietary response. This has led to the widespread adoption of genetic testing, personalized meal planning, and DNA-based weight management programs, solidifying obesity as the dominant application area in the nutrigenomics market. Obesity is a major public health crisis in the United States, with over 40% of adults classified as obese according to the CDC. Traditional weight loss programs often fail to deliver long-term sustainable results due to genetic variations in metabolism, fat storage, and appetite regulation. Nutrigenomics provides a personalized, science-backed approach to weight management by analyzing an individual's genetic predisposition to obesity and tailoring dietary recommendations accordingly.

Variations in genes such as FTO (fat mass and obesity-associated gene) and MC4R (melanocortin-4 receptor) influence how individuals store and burn fat. Nutrigenomics testing helps determine optimal macronutrient ratios, meal timing, and dietary restrictions based on an individual's genetic profile. Unlike generic diet plans, DNA-based nutritional interventions offer a customized approach tailored to genetic markers that affect insulin resistance, satiety levels, and lipid metabolism. Consumers are increasingly seeking scientific, evidence-based weight loss solutions rather than trial-and-error dieting methods. Nutrigenomics testing provides clear, actionable dietary guidelines based on an individual's genetic makeup, leading to higher adoption. These factors contribute to the growth of this segment.

Regional Insights

West emerged as the dominant region in the United States Nutrigenomics market in 2024, holding the largest market share in terms of value. The West Region holds a dominant position in the United States Nutrigenomics Market, driven by its strong presence of biotechnology hubs, high consumer awareness of personalized nutrition, and the widespread adoption of genetic testing for health optimization. This region, which includes California, Washington, Oregon, and other western states, has become the center of innovation in nutrigenomics research, direct-to-consumer (DTC) genetic testing services, and AI-driven personalized nutrition solutions. With a high concentration of tech-driven healthcare companies, top-tier research institutions, and an affluent consumer base actively seeking advanced wellness solutions, the West Region has emerged as the largest contributor to the U.S. nutrigenomics market.

Key Market Players

BioGaia

DuPont de Nemours, Inc.

Nutrigenomix Inc.

Metagenics, Inc.

Genova Diagnostics, Inc.

DNA fit

MedGenome

Garden of Life, LLC.

GeneOmbio

WellGen Inc

Report Scope:

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

United States Nutrigenomics Market, By Application:

Obesity

Cardiovascular Diseases

Cancer Research

Others

United States Nutrigenomics Market, By Product:

Reagents & Kits

Services

United States Nutrigenomics Market, By Technique:

Saliva

Buccal Swab

Blood

United States Nutrigenomics Market, By End User:

Hospitals & Clinics

Others

United States Nutrigenomics Market, By Region:

North-East

Mid-West

West

South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Nutrigenomics Market.

Available Customizations:

United States Nutrigenomics 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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