

# **Personalized Nutrition and Supplements Market Size, Trends, Analysis, and Outlook By Ingredient (Proteins & Amino Acid, Vitamins, Minerals, Probiotics, Herbal/Botanic), By Dosage Form (Tablets/Capsules, Liquids, Powders, Others), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Retail Pharmacies, Online pharmacies & E-commerce Site), By Age group (Pediatric, Adults, Geriatric), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Personalized Nutrition and Supplements market size is poised to register 13.06% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Personalized Nutrition and Supplements market across By Ingredient (Proteins & Amino Acid, Vitamins, Minerals, Probiotics, Herbal/Botanic), By Dosage Form (Tablets/Capsules, Liquids, Powders, Others), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Retail Pharmacies, Online pharmacies & E-commerce Site), By Age group (Pediatric, Adults, Geriatric).

The Personalized Nutrition and Supplements Market is witnessing growth propelled by rising consumer interest in preventive healthcare, increasing awareness of nutritional genomics, and advancements in personalized health assessment technologies. Personalized nutrition involves tailoring dietary recommendations based on individual genetic makeup, lifestyle factors, and health goals to optimize nutritional intake and overall well-being. Key trends include the use of DNA testing kits, wearable devices, and mobile apps for personalized dietary analysis and recommendations, development

of customized nutrient formulations and supplements, and integration of artificial intelligence for personalized meal planning and dietary coaching. Additionally, partnerships between nutrition companies and genetic testing providers, expansion of direct-to-consumer channels, and regulatory support for personalized nutrition initiatives contribute to market expansion.

## Personalized Nutrition and Supplements Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Personalized Nutrition and Supplements market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Personalized Nutrition and Supplements survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Personalized Nutrition and Supplements industry.

## Key market trends defining the global Personalized Nutrition and Supplements demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Personalized Nutrition and Supplements Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Personalized Nutrition and Supplements industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Personalized Nutrition and Supplements companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Personalized Nutrition and

## Supplements industry

Leading Personalized Nutrition and Supplements companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Personalized Nutrition and Supplements companies.

### Personalized Nutrition and Supplements Market Study- Strategic Analysis Review

The Personalized Nutrition and Supplements market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Personalized Nutrition and Supplements Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Personalized Nutrition and Supplements industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

### Personalized Nutrition and Supplements Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

### North America Personalized Nutrition and Supplements Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Personalized Nutrition and Supplements market segments. Similarly, Strong end-user demand is encouraging Canadian Personalized Nutrition and Supplements companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Personalized Nutrition and Supplements market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

### Europe Personalized Nutrition and Supplements Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Personalized Nutrition and Supplements industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Personalized Nutrition and Supplements market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

### Asia Pacific Personalized Nutrition and Supplements Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Personalized Nutrition and

Supplements in Asia Pacific. In particular, China, India, and South East Asian Personalized Nutrition and Supplements markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Personalized Nutrition and Supplements Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Personalized Nutrition and Supplements Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Personalized Nutrition and Supplements market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Personalized Nutrition and Supplements.

Personalized Nutrition and Supplements Market Company Profiles

The global Personalized Nutrition and Supplements market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Abbott, Amway Corp, Archer Daniels Midland Company, DNAfit, GX Sciences Llc, Herbalife International of America Inc, Metagenics Inc, Nutralliance, Superior Supplement Manufacturing, Viome Life Sciences Inc

Recent Personalized Nutrition and Supplements Market Developments

The global Personalized Nutrition and Supplements market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Personalized Nutrition and Supplements Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Ingredient

Proteins & Amino Acid

Vitamins

Minerals

Probiotics

Herbal/Botanic

By Dosage Form

Tablets/Capsules

Liquids

Powders

Others

By Distribution Channel

Supermarkets/Hypermarkets

Specialty Stores

Retail Pharmacies

Online pharmacies & E-commerce Site

By Age Group

Pediatric

Adults

Geriatric

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Abbott

Amway Corp

Archer Daniels Midland Company

DNAfit

GX Sciences Llc

Herbalife International of America Inc

Metagenics Inc

Nutralliance

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Vitamins

Minerals

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Herbal/Botanic

##### By Dosage Form

Tablets/Capsules

Liquids

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