

Personalized Nutrition Platform Market Size, Share and Growth Outlook 2026: By Product Type (Active Measurement, Standard Measurement), By Product, By Application, By Age Group, By End User, By Distribution Channel, Companies to 2034.

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Abstracts

The global Personalized Nutrition Platform Market size is forecast to increase from \$1.27 Billion in 2026 to \$2.43 Billion in 2034 at a CAGR of 8.45% between 2026 and 2034.

The Personalized Nutrition Platform market report provides detailed analysis and outlook of Personalized Nutrition Platform segments including By Product Type (Active Measurement, Standard Measurement), By Product (Proteins and Amino Acids, Vitamins, Minerals, Probiotics, Herbal / Botanicals), By Application (Standard Supplements, Disease-Based Formulations), By Age Group (Pediatrics, Adults, Geriatrics), By End User (Individual Consumers, Healthcare Professionals and Clinics, Wellness and Fitness Centres, Dieticians and Nutritionists), By Distribution Channel (Direct-To-Consumer (DTC), Supermarkets / Hypermarkets, Specialty Stores, Retail Pharmacies, Online Pharmacies and E-Commerce Platforms) across global and regional markets. Further, analysis and outlook across 21 countries in North America, Europe, Asia Pacific, Middle East, Africa, and South America are provided in the study.

Personalized Nutrition Platform Industry Overview

Artificial Intelligence and Biomarker Analytics Transform Personalized Nutrition

The personalized nutrition platform industry is rapidly evolving through artificial intelligence, biomarker analytics, microbiome science, and digital health technologies

that enable highly individualized dietary recommendations. Industry participants are moving beyond generalized nutrition guidance by combining biological testing, health questionnaires, metabolic monitoring, and predictive analytics to develop customized nutrition programs. Subscription-based digital ecosystems, advanced supplement personalization, and consumer health platforms are expanding the accessibility of precision nutrition while supporting preventive health and long-term wellness management.

Data-Driven Nutrition Platforms Accelerate Precision Wellness

Technology-enabled nutrition providers are strengthening personalized health ecosystems through advanced biological data integration. Zoe Limited continues expanding its personalized nutrition platform by combining at-home microbiome testing with continuous glucose monitoring and proprietary artificial intelligence algorithms that translate biological measurements into individualized dietary recommendations. Herbalife further strengthened its precision nutrition capabilities through the acquisition of core assets from Bioniq, integrating an artificial intelligence-driven platform that evaluates blood biomarkers and health questionnaires to generate customized vitamin and micronutrient formulations. These developments demonstrate the industry's growing reliance on data-driven personalization to improve nutritional recommendations and consumer engagement.

Industry Collaboration and Retail Expansion Broaden Market Adoption

Industry events and retail partnerships are accelerating commercialization of personalized nutrition technologies. The SIAL Summit introduced a dedicated 'Food: A Territory of Personalization' program focused on artificial intelligence-driven dietary coaching, metabolic biomarker tracking, and next-generation food technology, reflecting the industry's transition toward individualized nutrition solutions. At the consumer level, Rem3dy Health expanded distribution through a partnership with Boots UK for its Nourished platform, which combines artificial intelligence-based lifestyle assessments with 3D-printing technology to manufacture personalized daily nutritional gummy formulations. These initiatives highlight how scientific innovation, digital health platforms, and mainstream retail partnerships are expanding access to customized nutrition products while supporting the broader adoption of precision wellness solutions.

Personalized Nutrition Platform Market Trends, Growth Drivers, Competitive Landscape, and Future Opportunities

The global Personalized Nutrition Platform market is witnessing increasing investments in innovation, product development, digital transformation, artificial intelligence integration, healthcare infrastructure expansion, and strategic partnerships across developed and emerging economies. Key Companies in the industry include- Nestle S.A. (Nestle Health Science), Viome Life Sciences, Inc., ZOE Limited, DNAfit (Helix), MyFitnessPal, Inc., Vitamin Packs, Inc. (Persona Nutrition), InsideTracker (Segterra), EatLove, Nutrigenomix Inc., Habit LLC. The Personalized Nutrition Platform market is expected to remain one of the most closely watched segments in the global healthcare industry, with companies focusing on niche market segments. As healthcare systems across the US, Europe, Asia-Pacific, Latin America, and Middle East & Africa continue to prioritize efficiency, access, and innovation, the Personalized Nutrition Platform industry outlook remains shaped by rising healthcare expenditure, demographic change, digital transformation, and product innovation.

The report provides detailed market analysis including-

Growth Personalized Nutrition Platform Market size outlook across 3 scenarios- High growth, reference, and Low growth cases

Market Trends, Drivers, Potential Opportunities, and Challenges faced by Personalized Nutrition Platform companies

Porter's Five forces analysis- Bargaining power of buyers and sellers, Threat of Substitutes and new entrants, and Intensity of competitive rivalry

Detailed SWOT Analysis of global and regional Personalized Nutrition Platform markets

Competitive analysis including business description, product analysis, and financial profiles

Key country specific analysis detailing key factors shaping the short-term and long-term outlook

Recent industry developments and news including mergers, acquisitions, product launches, expansions, and company announcements

Personalized Nutrition Platform Market Competitive Benchmarking and Company

Analysis

Leading companies in Personalized Nutrition Platform industry include- Nestle S.A. (Nestle Health Science), Viome Life Sciences, Inc., ZOE Limited, DNAfit (Helix), MyFitnessPal, Inc., Vitamin Packs, Inc. (Persona Nutrition), InsideTracker (Segterra), EatLove, Nutrigenomix Inc., Habit LLC. The Personalized Nutrition Platform market remains moderately to highly fragmented, with competition expected to intensify as companies accelerate investments in innovation, geographic expansion, strategic partnerships, and portfolio diversification through 2034. In developed markets such as the United States, Germany, France, the United Kingdom, and Canada, competition is increasingly centered on innovation, reimbursement positioning, and value-based healthcare solutions. Meanwhile, emerging markets including China, India, Brazil, and countries across the Middle East and Africa continue to present significant opportunities for expansion due to rising healthcare expenditure, growing patient populations, and increasing access to healthcare services.

What to expect in US Personalized Nutrition Platform Markets in 2026 and beyond- Market Size, Share, Growth Rate, and Forecast to 2034

The US healthcare expenditure is forecast to reach \$8.2 Trillion in 2034 from \$5.5 Trillion in 2026 based on the National Health Expenditure Accounts (NHEA) data. With an aging population, rising chronic disease burden, and increasing migration toward minimally invasive and outpatient care, the Personalized Nutrition Platform market remains one of the strongest-performing segments in the country.

The US Personalized Nutrition Platform Companies are opting new business models, optimized pricing models, industry partnerships, and AI-enabled back end transformations to enhance efficiency and cost management. The US Personalized Nutrition Platform market faces successive waves of challenging trends, with strong opportunities across select segments. The CMS plan to implement Medicaid from 2027 is driving states to build eligibility verification systems throughout 2026. Looking ahead to 2034, we anticipate stronger results underpinned by opportunities exist across Personalized Nutrition Platform industry. On the medical device front, over 7,000 device manufacturers continue to gain from increasing demand from demand for implantable devices, surgical instruments, monitoring equipment, and diagnostic systems.

Canada- Proximity to the US and healthcare similarities to EU5 countries fuel sales of Canadian Personalized Nutrition Platform markets

Canada's strong Personalized Nutrition Platform sales performance is underpinned by an aging population and a well-developed healthcare infrastructure. Steady growth in new brand spending in rural and urban locations fuel the long-term prospects of small and medium-sized enterprises across medical, diagnostic, and therapeutic devices. The Canadian Personalized Nutrition Platform market presents significant opportunities for U.S. exporters of medical devices, with the U.S. being Canada's largest trading partner for this sector. Potential advantages including specialized materials, advanced manufacturing techniques, and digital technologies support the launch of new products in the country.

Germany Personalized Nutrition Platform Trends and Perspectives to 2034- Financial sustainability, hospital restructuring, demographic pressures, and digitization of care delivery continue to shape the German healthcare industry.

Germany continues to remain the largest Personalized Nutrition Platform market in Europe, driven by over €600 Billion healthcare expenditure, €12 Billion medical device R&D expenditure, statutory health insurance system covering 90% German population, nationwide rollout of the electronic patient record (ePA), and large-volume of Personalized Nutrition Platform population. In particular, Research and development in Germany fuels the commercialization of cutting-edge technologies. Companies across the Germany Personalized Nutrition Platform industry value chain are focusing on both domestic markets and exports. The country is also driving digital adoption with the Hospital Future Act driving hospitals to upgrade their information systems by 2027. Over the forecast period, aging population, rising healthcare costs, and increasing procedural volumes drive the Personalized Nutrition Platform market outlook.

France Market Size, Growth Rate, and Forecast Analysis to 2034- Universal healthcare system, high public healthcare expenditure, and strong government support Personalized Nutrition Platform sales through 2034

France Personalized Nutrition Platform companies are emphasizing on opportunities for rapid, at-scale innovation to boost profitability over the long-term. The country's National Health Insurance spending target (ONDAM) estimates 3.7% growth in the country's healthcare expenditure. Over the forecast period, expenditure control measures, chronic disease management initiatives, workforce reforms, and efforts to improve system efficiency drive the long-term prospects.

The biggest 2026 policy frame is the PLFSS 2026. The law sets the Maladie branch spending target at €271.4 billion for 2026 and fixes the ONDAM at €117.5 billion for city

care, €112.8 billion for health establishments, and €18.3 billion for elderly-care establishments and services. France's market is also being pulled by demographics. INSEE estimates that on 1 January 2026 France had 69.1 million inhabitants, with 22% aged 65 or over. INSEE also reported that 2025 births were 645,000 and deaths were 651,000, producing a negative natural balance of about 6,000 for the first time since the end of the Second World War.

UK Personalized Nutrition Platform Market Size, Share, and Growth Projections to 2034- Rapid growth driven by new and existing brands across the industry value chain

Small high-need consumer segments remain key priority of Personalized Nutrition Platform distributors in the UK industry. Continuous launch of new products coupled with high expenditures support the market outlook. The UK Government financing remains the dominant funding source at 81.3% of total healthcare expenditure, or ?280 billion in 2025. According to the ONS, total healthcare spending grew 7.7% nominally and 3.9% in real terms from 2024 to 2025. Similarly, out-of-pocket spending was ?49 billion (14.1%) and voluntary health insurance was ?9.5 billion (2.8%). The market is driven by rapid digital adoption with NHS England's plan to give more than 500,000 staff access to new AI tools.

China Personalized Nutrition Platform Market Growth Drivers, Revenue Trends, and Forecast- Medical insurance coverage is rapidly expanding over the past few years

China Personalized Nutrition Platform market is undergoing a structural shift from hospital-centric care toward a more integrated system emphasizing primary care, outpatient services, and long-term care. Chinese local players are emerging as a strong pillar of Personalized Nutrition Platform industry, offering opportunities for both competition and partnership. Over the forecast period, new and innovative product launches remain key elements driving market outlook. China's healthcare industry is increasingly centered on expanding healthcare capacity, improving access to advanced treatments, and reducing dependence on imported technologies.

The National Healthcare Security Administration reported that by end-2024, China's basic medical insurance covered 1.32662 billion people and the coverage rate was 95%. Regional disparities in consumer spending trends continue to become more pronounced in the Chinese Personalized Nutrition Platform industry. Over the forecast period, demand will keep shifting toward geriatrics, chronic disease management, rehabilitation, long-term care, and outpatient care, while pricing pressure will remain intense in drugs and consumables because reimbursement.

India Personalized Nutrition Platform Market Landscape: Current Size and Long-Term Growth Outlook - Increased pricing pressures in US market is encouraging domestic vendors to expand across India

Indian Personalized Nutrition Platform market is witnessing the rapid emergence of an ecosystem that brings together diverse companies across the industry value chain. Further, large-scale healthcare public and private investments and a steady growth in chronic conditions is driving sales of pharmaceuticals and medical devices. Further, non-retail channel is experiencing volume decrease and patients are migrating to the retail. Indian medical device firms are also combining precision engineering with lower labor costs to make world-class diagnostics, robotics, and critical care devices.

Brazil Personalized Nutrition Platform market remains price-driven, with products domestically manufactured and accessibility offering potential opportunities

Healthcare expenditure in Brazil exceeds 10% of GDP, with the country among the highest healthcare spenders in Latin America. ANS reported 53.2 million medical-plan beneficiaries in December 2025, while IBGE projects a steady rise in older-age cohorts, with people aged 60+ already representing about 23% of the population. The price sensitive market access is broad through the public system, private coverage adds a sizeable premium layer, and reimbursement, procurement, and hospital efficiency remain key buying drivers.

Middle East and Africa Personalized Nutrition Platform Industry Trends and Perspectives to 2034

According to the World Bank, the Middle East and North Africa population exceeds 500 million, while Sub-Saharan Africa's population exceeds 1.2 billion, making the broader MEA region one of the fastest-growing healthcare demand centers globally. The GCC countries including Saudi Arabia, United Arab Emirates, Qatar, and Kuwait continue to account for a disproportionately large share of regional healthcare spending. Government-led programs such as Saudi Arabia's Vision 2030 are accelerating investments in hospital infrastructure, private-sector participation, medical technology adoption, and healthcare digitalization. On the other hand, South Africa, Egypt, Nigeria, and Kenya remain key healthcare markets due to their large populations, expanding private healthcare sectors, and growing investments in healthcare delivery systems.

Personalized Nutrition Platform Market Segmentation

By Product Type

Active Measurement

Standard Measurement

By Product

Proteins and Amino Acids

Vitamins

Minerals

Probiotics

Herbal / Botanicals

By Application

Standard Supplements

Disease-Based Formulations

By Age Group

Pediatrics

Adults

Geriatrics

By End User

Individual Consumers

Healthcare Professionals and Clinics

Wellness and Fitness Centres

Dieticians and Nutritionists

By Distribution Channel

Direct-To-Consumer (DTC)

Supermarkets / Hypermarkets

Specialty Stores

Retail Pharmacies

Online Pharmacies and E-Commerce Platforms

Leading Companies in Personalized Nutrition Platform Industry (2026)

Nestle S.A. (Nestle Health Science)

Viome Life Sciences, Inc.

ZOE Limited

DNAfit (Helix)

MyFitnessPal, Inc.

Vitamin Packs, Inc. (Persona Nutrition)

InsideTracker (Segterra)

EatLove

Nutrigenomix Inc.

Habit LLC

Countries Included

North America- US, Canada, Mexico

Europe- Germany, France, UK, Spain, Italy, Nordics, Others

Asia Pacific- China, India, Japan, South Korea, Australia, Southeast Asia, Others

Latin America- Brazil, Argentina, Others

Middle East and Africa- Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

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