

Personalized Testing and Supplements Market Size, Share and Growth Outlook 2026: By Product Type, By Technology, By Testing Technique, By Application, By End-User, Companies to 2034

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Abstracts

The global Personalized Testing and Supplements Market size is forecast to increase from \$18.25 Billion in 2026 to \$61.08 Billion in 2034 at a CAGR of 16.3% between 2026 and 2034.

The Personalized Testing and Supplements market report provides detailed analysis and outlook of Personalized Testing and Supplements segments including By Product Type (Personalized Supplements, Fortified Foods, Functional Beverages, Dietary Add-ons), By Technology (AI-Driven Recommendation Engines, Genetic Testing, Microbiome Analysis, Metabolic and Blood Analysis, Wearable and Real-time Monitoring), By Testing Technique (Blood Tests, DNA Tests, Wearable Device and App-based Tests), By Application (General Wellness, Weight Management, Chronic Disease Management, Digestive Health, Sports and Fitness Nutrition), By End-User (Individual Consumers, Healthcare Providers, Fitness and Wellness Centers, Corporate Wellness Programs) 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 Testing and Supplements Industry Overview

Precision Nutrition Is Driving the Evolution of Personalized Wellness

The personalized testing and supplements industry is rapidly transitioning toward data-driven nutrition platforms that combine biomarker analysis, digital health technologies,

and customized supplement formulations to deliver individualized wellness solutions. Advances in home diagnostics, artificial intelligence, and precision manufacturing are enabling companies to move beyond standardized nutritional products toward personalized interventions based on biochemical status, lifestyle factors, and health objectives. As preventive healthcare gains momentum, manufacturers are expanding technology-enabled ecosystems that integrate testing, formulation, manufacturing, and ongoing consumer engagement.

Digital Assessment Platforms Are Expanding Personalized Nutrition

A major industry trend is the development of scalable digital infrastructure that supports individualized nutritional recommendations across consumer and healthcare channels. Persona™ Nutrition has expanded this model by introducing a business-to-business white-label platform that enables clinics, wellness brands, and healthcare providers to launch customized nutrition programs using the company's HIPAA-compliant assessment algorithm, Drug-Nutrient Interaction Checker, and personalized formulation capabilities. This platform-based approach reflects the industry's movement toward technology-enabled nutrition ecosystems that combine scientific assessment with scalable commercial deployment.

Biomarker Testing Enhances Precision Supplementation

Manufacturers are increasingly incorporating home-based diagnostic technologies to improve personalization and clinical relevance. Baze Labs AG, operating under Nature's Way, introduced an integrated capillary blood microsampling system developed using next-generation technology from MIT, allowing consumers to collect samples at home for biochemical analysis through the company's patented Nutrition Information System. By identifying individual nutritional deficiencies and translating laboratory data into personalized micronutrient recommendations, this approach strengthens the industry's shift toward evidence-based supplementation supported by measurable biological markers rather than generalized nutritional advice.

Advanced Manufacturing Supports Next-Generation Formulations

The personalized testing and supplements market is also evolving through specialized manufacturing capabilities designed for increasingly sophisticated nutritional products. Vitaquest has reconfigured its production infrastructure to support precision micro-dosing and stabilization of complex ingredients including Nicotinamide Mononucleotide, Nicotinamide Riboside, natural postbiotics, and botanical extracts such as

ashwagandha and shatavari. These investments demonstrate the industry's growing focus on producing customized formulations that address longevity, cellular health, metabolic function, and personalized wellness objectives while maintaining consistent product quality and manufacturing scalability.

Personalized Testing and Supplements Market Trends, Growth Drivers, Competitive Landscape, and Future Opportunities

The global Personalized Testing and Supplements 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- Nestl? Health Science S.A., Thorne HealthTech Inc., Viome Life Sciences, dsm-firmenich, GNC Holdings LLC, Pharmavite LLC (Nature Made / NourishPoints), Everlywell, Inc., Routine, Bioniq, Vitl Health Ltd.. The Personalized Testing and Supplements 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 Testing and Supplements industry outlook remains shaped by rising healthcare expenditure, demographic change, digital transformation, and product innovation.

The report provides detailed market analysis including-

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

- Market Trends, Drivers, Potential Opportunities, and Challenges faced by Personalized Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements Market Competitive Benchmarking and Company Analysis

Leading companies in Personalized Testing and Supplements industry include- Nestlé Health Science S.A., Thorne HealthTech Inc., Viome Life Sciences, dsm-firmenich, GNC Holdings LLC, Pharmavite LLC (Nature Made / NourishPoints), Everlywell, Inc., Routine, Bioniq, Vitl Health Ltd.. The Personalized Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements market remains one of the strongest-performing segments in the country.

The US Personalized Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements markets

Canada's strong Personalized Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements population. In particular, Research and development in Germany fuels the commercialization of cutting-edge technologies. Companies across the Germany Personalized Testing and Supplements 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 Testing and Supplements market outlook.

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

France Personalized Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements Market Growth Drivers, Revenue Trends, and Forecast- Medical insurance coverage is rapidly expanding over the past few years

China Personalized Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements 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 Testing and Supplements Market Segmentation

By Product Type

Personalized Supplements

Fortified Foods

Functional Beverages

Dietary Add-ons

By Technology

AI-Driven Recommendation Engines

Genetic Testing

Microbiome Analysis

Metabolic and Blood Analysis

Wearable and Real-time Monitoring

By Testing Technique

Blood Tests

DNA Tests

Wearable Device and App-based Tests

By Application

General Wellness

Weight Management

Chronic Disease Management

Digestive Health

Sports and Fitness Nutrition

By End-User

Individual Consumers

Healthcare Providers

Fitness and Wellness Centers

Corporate Wellness Programs

Leading Companies in Personalized Testing and Supplements Industry (2026)

Nestlé Health Science S.A.

Thorne HealthTech Inc.

Viome Life Sciences

dsm-firmenich

GNC Holdings LLC

Pharmavite LLC (Nature Made / NourishPoints)

Everlywell, Inc.

Rootine

Bioniq

Vitl Health Ltd.

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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Viome Life Sciences

dsm-firmenich

GNC Holdings LLC

Pharmavite LLC (Nature Made / NourishPoints)

Everlywell, Inc.

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