

Personalized Nutrition Market Size, Share, and Trends 2025 to 2034

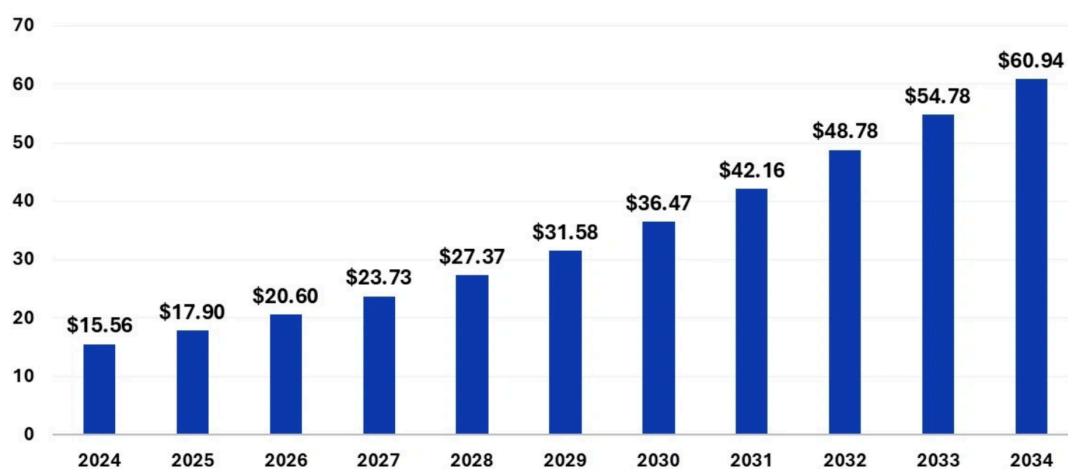
The global personalized nutrition market size is calculated at USD 17.9 billion in 2025 and is forecasted to reach around USD 60.94 billion by 2034, accelerating at a CAGR of 14.63% from 2025 to 2034. The North America personalized nutrition market size surpassed USD 6.69 billion in 2024 and is expanding at a CAGR of 14.76% during the forecast period. The market sizing and forecasts are revenue-based (USD Million/Billion), with 2024 as the base year.

Personalized Nutrition Market Size and Forecast 2025 to 2034

The global personalized nutrition market size was accounted for USD 15.56 billion in 2024 and is anticipated to reach around USD 60.94 billion by 2034, growing at a CAGR of 14.63% from 2025 to 2034.



Personalized Nutrition Market Size 2024 to 2034 (USD Billion)



Source: <https://www.precedenceresearch.com/personalized-nutrition-market>

Personalized Nutrition Market Key Takeaways

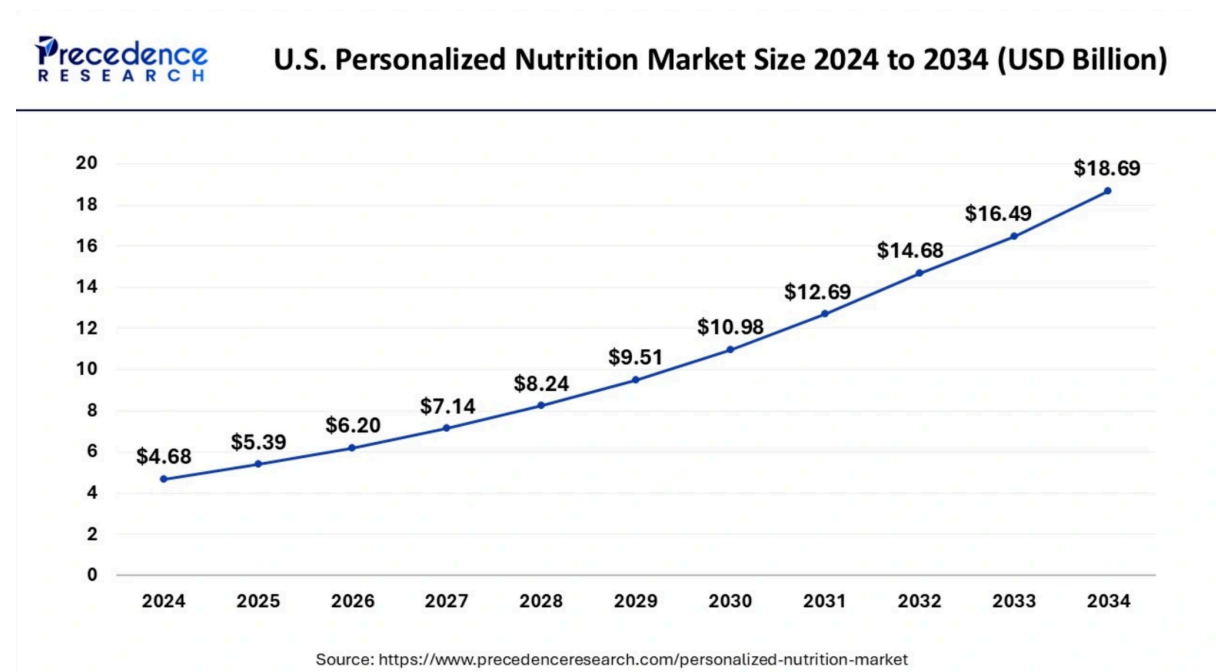
- North America dominated the global market with the largest market share of 43% in 2024.
- Asia Pacific is projected to expand at the notable CAGR during the forecast period.
- By application, the standard supplement segment contributed the highest market share in 2024.

Using Artificial Intelligence (AI) in Personalized Nutrition

Artificial Intelligence (AI) has proven to be useful with its wide range of applications across different industries. An approach that is personalized means considerations of differences in metabolic, genetic, biochemical aspects of an individuals. AI technology with bioinformatics helps in identification of biomarkers that are associated with certain specific nutrition or health outcomes. AI helps in guiding the development of a more targeted and customized approach by running numerous algorithms, making an informed decision about what nutrition will suit what health needs. Utilizing AI can help research understand nutrition, create personalization's, and gather evidence for specific recommendations which will enhance an individual's health. An individualized and personalized plan for nutrition diet can be formulated more efficiently and quickly by using AI is a real possibility. With AI technology, personalized nutrition market can grow leaps and bounds in upcoming years.

U.S. Personalized Nutrition Market Size and Growth 2025 to 2034

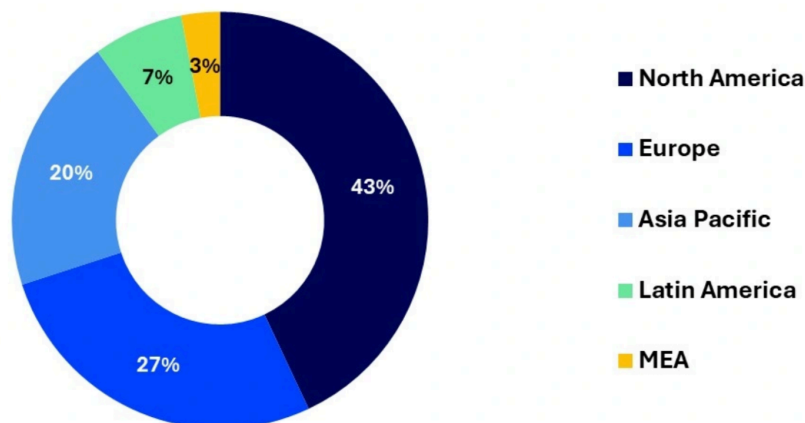
The U.S. personalized nutrition market size was evaluated at USD 4.68 billion in 2024 and is predicted to be worth around USD 18.69 billion by 2034, rising at a CAGR of 14.85% from 2025 to 2034.



North America accounted largest share in 2024. The presence of major companies in the region is a big plus for this market's performance in the region. Acceptance and utilization of technological advancements quickly due to solid infrastructure gives the region competitive edge. The government funding for health purpose along

with research and development activities extensively undertaken in the region attributes to the continuous expansion of the personalized nutrition market in North America.

Personalized Nutrition Market Share, By Region, 2024 (%)



Source: <https://www.precedenceresearch.com/personalized-nutrition-market>

Asia Pacific region expected to show the quickest growth during the forecast period. The governments in this region are increasingly spending more on healthcare and health related infrastructure which a plus for the personalized nutrition industry. India is emerging as a suitable and upcoming hub for the personalized nutrition that is integrating new technology to cater to a wider audience. The robust product portfolios for supplements as well as personalized nutrition, in addition to growing population are crucial aspect for the personalized nutrition market in the region.

Market Overview

Nutrition is the study of how food and diet affect the body. Nutrition plays an important part in our life. It helps in improving our physical and mental performance by optimizing it to our needs and desires. Personalized nutrition is analyzing how food and genes interact with each other to create a personalized diet which compliments a person's individual need. The rising cases of ailments and disease caused because of changing lifestyle is creatin concern amongst the people. People are becoming aware about consumption of healthy and nutritious food. The growing geriatric population combined with an increase in life expectancy rate is pushing people to make healthy choices. Awareness about the direct co-relation between good health and nutrition is helping people choose nutritious options that are suitable for their lifestyle choices. Focus on nutrition by younger population across the world is helping the personalized nutrition market grow further.

Personalized Nutrition Market Growth Factors

- Personalized nutrition uses information on individual genes and characteristics to develop nutritional advice, products, or services to assist people to achieve a lasting dietary change in behaviour that is beneficial for health. Nutritionists and other dietary specialists bring out dietary adjustments to optimize and improve our health in a personalized nutrition plan, often known as the personalized nourishment strategy. Obesity, heart disease, and type 2 diabetes are among disorders that can be reduced with such treatments. Personalized nutrition has been at the heart of what enrolled dieticians have been doing since the beginning of their careers: providing custom-made nourishment advice that meets their patients' physical, clinical, and emotional needs.
- The increased growth rate after the COVID 19 pandemic is primarily attributable to a shift in people's attitudes toward a healthy lifestyle and the adoption of health diets to promote immunity. As health problems become more prevalent, people are turning to health supplements to boost their immunity, which is driving up demand for individualized nutrition. Personalized nutrition now encompasses a more top-to-bottom approach, which involves a survey of an individual's inherited characteristics, dietary proclivities, physical movement, rest practices, micro biome, and even metabolism rates.
- Due to growing consumer health awareness and rising disposable income, people are switching to dietary supplements and other dietary supplements throughout the region. Consumers are becoming more and more aware of their diet. People are taking multivitamins and minerals in the form of capsules and tablets as a result of lifestyle changes and a better understanding of fitness and health.

Report Scope

Report Coverage	Details
Market Size in 2025	USD 17.9 Billion
Market Size by 2034	USD 60.94 Billion
Market Growth Rate from 2025 to 2034	CAGR of 14.63%
Largest Market	North America

Base Year	2024
Forecast Period	2025 to 2034
Segments Covered	Product, Application, End use, Dosage Forms, Disease, and Region
Regions Covered	North America, Europe, Asia-Pacific, Latin America and Middle East & Africa

Market Dynamics

Driver

Growing demand for customized health solutions

The rising need for customized solutions as a result of increased health awareness, the expanding trend of digital healthcare solutions, and the ageing population across regions are all expected to contribute to the market's growth over the forecast period. In addition, changing consumer trends, such as an increase in the choice for high-quality nutritional food based on their nutrient profile, are expected to drive the development of customized nutrition techniques, boosting market growth. The most popular reasons for implementing individualized nutrition program, products, and strategies are nutritional support for people with additional nutritional needs, which helps them to increase the intake of certain nutrition such as pregnant women, elderly. The growing demand for supplements among athletes and sportspeople is expected to drive the growth of this sub-segment in the personalized nutrition market. Dietary management for people who have specific illnesses or conditions along with people who need to improve their overall health. It helps offer nutritional support for people with certain food intolerances or vitamin or mineral deficiencies.

Restraint

Regulations and guidelines

The personalized nutrition industry is still in its early stages. The current landscape of the industry does not have many strict regulations or guidelines to comply. Manufacturers gather vast amount of data that is personal information and medical industry which raises concerns of data privacy. The sharing of data has an impact on the data provider as it is personal information. Regulators are figuring out how to create strict guidelines and regulations for personalized nutrition industry to ensure no data privacy ethics are being flouted. In Europe, for example, the personalized nutrition market needs to adhere to EU's compliances. These compliances are likely to vary from region to region, which is challenging to navigate.

Opportunity

Partnering with wellness and fitness centers

The manufacturers of personalized nutrition are increasingly looking to team up with wellness, fitness and health centers. These centers are the first-place people looking to focus on health turn to which can give an opportunity to gain new customers. The centers often offer different programs that include nutrition which would align with the personalized nutrition industry. The customers who frequent these centers are likely to purchase products because it comes from a familiar source. This can help surge the sale of personalized nutrition to larger crowds that are looking to choose a healthier lifestyle. Such an opportunity could help increase the demand for personalized nutrition market in the forecast period.

Application Insights

Genetic based personalization

Nutritional [genomics](#), or nutrigenomics, is the study of how genes and nutrients interact at the cellular level to determine an individual's outcome. We now know that, depending on their genetic makeup, different people digest the same nutrients in various ways. Individual responses to grain, cholesterol, and even caffeine, for example, differ. Nutrients have also been shown to interact with our genomes and alter gene expression. Obese people, for example, had their metabolic genes expressed differently when they changed their diet carbohydrate intake, resulting in weight loss. Nutrients have also been shown to have an impact on epigenetic consequences, or how genes are expressed without modifying the DNA. This type of services allows consumers to get a saliva swab to assess their genetic information related to health. Services differ for personalization of diet from person to person based on their DNA. Furthermore, corporations are rapidly disseminating genetic direct-to-consumer (DTC) tests. Scientific organizations have stated unequivocally that genetic DTC tests have no scientific backing. Gene-based tailored diet has not yet been proven to be effective in the treatment of obesity. Personalized dietary recommendations based on a person's genetic profile, on the other hand, are a novel and promising approach to obesity prevention and treatment.

Evaluation type of service is the fastest growing personalization nutrition category. Diet and nutrition apps are among the most popular health and fitness applications, with a growing number of people using them on their mobile devices. The product labels are read by the analyzed app. The system then evaluates the quality of components and nutritional values based on the user's personal information, such as age and degree of physical activity, and suggest healthier food options. The scientific proof of nutrition information applications' effectiveness in influencing consumers' healthy eating habits is currently lacking. This is especially obvious among customers who are increasing their motivation and planning actual activities to promote healthy eating. Using a nutrition-information app, in particular, reduces the sense of barriers to consuming healthful foods. When it comes to approaching

healthy eating, users have a better perception of personal strength and self-confidence. The app users' objective and subjective knowledge of healthful foods improved.

In Microbiome type of services consumer are asked to provide their stool sample to analyze the presence of microbial DNA. This helps in analyzing the gut health to give an indication of micro-organism distribution in gut to give a proper health/diet plan based on it. More recently researchers have begun looking into the link between gut micro biota health and diseases like Alzheimer's, Parkinson's, and depression. More than 1000 kinds of bacteria and other microbes make up the gut micro biome, the body's least well-known organ. It generates hormones, digests food that the stomach can't, and sends thousands of different diet-derived compounds flowing through our systems every day, weighing almost a pound. In many ways, the micro biome is critical to understanding nutrition and provides the foundation for Personalized nutrition's growth. Despite the fact that each of us is born with a unique micro biome, a variety of factors such as mode of birth, genetic makeup, nutrition, age, and antibiotics all have a role in reshaping the micro biome population. The gut microorganisms also manufacture vitamins and other substances that humans are unable to produce, allowing us to identify which nutrients are available from the food we eat

There are many devices available which analyze the hydrogen level in a person's breath and provide suggestions for improving the same. Carbohydrate malabsorption is a common digestive issue that causes stomach pain, bloating, and diarrhoea. The most reliable and validated diagnostic approach is hydrogen breath testing (BT). The purpose of this paper was to explain how beneficial BTs can be in the nutritional therapy of various illnesses. Brands such as the Germany's Baze and UK's Vitl monitor blood levels of common micronutrients, such as foliate, iron, vitamin B12 and vitamin D to recommend monthly, vitamins, mineral and supplement packs. Clinical biomarkers are objective reflections of an individual's health and illness status, whereas nutritional biomarkers are objective reflections of an individual's dietary intake. Dietary consumption may or may not be reflected in clinical biomarkers. Many earlier association studies revealed a relationship between a specific biomarker and a specific food. A biomarker, on the other hand, may not necessarily indicate a single nutrient. It could be a reflection of a dietary pattern as a whole, or an interaction of many nutrients. The same is true for clinical biomarkers, which can signal a variety of health indices or metabolic processes with a single biomarker.

[Disease Type Insights](#)

Disease type takes into account medical history of the consumer and helps to create a diet and supplement plan according to their needs. There are foods that can elevate symptoms of certain health conditions and certain foods that can exacerbate them. Precision medicine focuses on improving the treatment of any illness by adapting it to the individual, while precision nutrition focuses on food

intake. Both create therapies based on a person's unique traits, such as DNA, race, gender, health history, and lifestyle choices, to prevent or treat chronic diseases. Both aim to deliver more specific and targeted techniques for disease prevention and treatment, making them safer and more successful. Precision nutrition recognizes that each person's susceptibility to different foods and nutrients is different, so one person's best diet can be very different from another.

It has also been customized according to the need of the consumers. Healthy eating has become fashionable, to the point that, in the age of the internet and apps, there is an extraordinary profusion of services and tools available to assist those who wish to eat properly and stay in shape. Perhaps you should follow a tailored diet based on your physical attributes, as well as any health issues or dietary intolerance you may have. This type of app can assist you in determining the best foods to eat for your overall health. Different dietary programme are required for different compositions. Some people thrive on a high-protein diet, while others require a higher carbohydrate intake.

Not eating right food can be detrimental to your health. Several smartphone apps exist that can track food, count calories, and plan meals, similar to the tracking devices.

One of the biggest benefits of customizing your nutrition is that it can help you meet your specific health needs.

It's a scientifically proven essence that offers a wide range of benefits, whether you're looking to sleep better, lose weight, reduce stress, or improve your overall well-being. The COVID-19 epidemic prompted a shift in consumer behaviour, with more people choosing virtual fitness over traditional clubs. Due to lockdown constraints, the COVID-19 epidemic is creating expansion prospects for workout applications, resulting in widespread adoption of fitness apps for body weight training.

Personalized Nutrition Market Companies

- DNA Fit
- Superior Supplement Manufacturing
- Metagenetics, Inc.
- Asiamerica, Ingredients
- Nutralliance, Inc.
- Mixfix, Inc.
- Barrington Nutritionals
- Balchem Corporation
- Arizona Nutritional Supplements
- Maat Nutritionals
- Natures Product Inc.

Recent Developments

- In December 2024, Wisp, a U.S. based firm, announced their partnership with Nourish in order to provide the patients in GLP-1s personalized nutrition counselling.
- In November 2024, a leading subscription platform, Recharge announced, that a personalized nutrition company, Gainful, has migrated their subscription business to the platform of Recharge. This partnership will offer thousand customers personalized nutrition solutions.
- In August 2024, Mealogic announced their plans to power personalized nutrition through custom meal delivery. This unique and turnkey platform brings healthy, chef- crafted meals of various brands together for the consumers.

Market Segmentation

By Product

- Active Measurement
- Standard Measurement

By Application

- Standard Supplement
- Disease-based

By End use

- Direct-to-consumer
- Wellness & Fitness Centers
- Hospital & Clinics
- Institutions
- Food Delivery Services

By Dosage Forms

- Tablets
- Capsule
- Powders
- Liquids

- Others

By Disease

- Customized to the needs of consumer
- Fitness Goal Oriented Application

By Geography

- North America
- Europe
- Asia Pacific
- Middle East & Africa
- Latin America