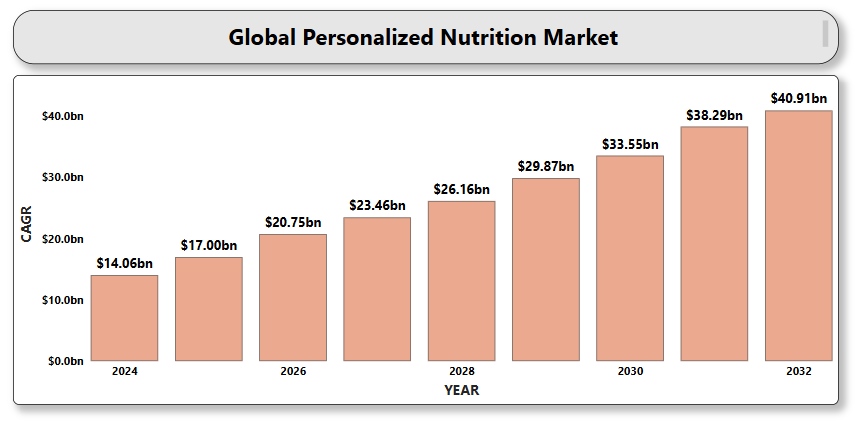
A close-up of hands holding a tablet and a pen

Description automatically generated**Global Personalized Nutrition Market**

According to Intelli, the Global Personalized Nutrition Market size was valued at USD 14.06 Billion in 2024 and is projected to reach USD 40.91 Billion by 2032, growing at a CAGR of 14.78% during the forecast period 2024 to 2032.



In an era marked by rapid advancements in genomics, data science, and health technology, Personalized Nutrition is emerging as a transformative approach to health and wellness. Unlike the traditional one-size-fits-all dietary guidelines, personalized nutrition recognizes the unique genetic, biochemical, lifestyle, and environmental differences among individuals and tailors dietary recommendations accordingly. This scientific strategy is redefining how we approach nutrition, shifting the focus from general dietary advice to targeted, data-driven interventions designed to optimize individual health outcomes. At its foundation, personalized nutrition draws from cutting-edge fields such as nutrigenomics, microbiome science, metabolic profiling, and digital health technologies to develop individualized dietary strategies. These tailored plans go beyond genetic predispositions and metabolic indicators, they also account for lifestyle elements like physical activity, sleep quality, stress levels, and cultural or personal preferences. This integrative approach aims to not only prevent and manage chronic diseases but also to boost performance, enhance overall well-being, and support healthy aging more effectively than conventional nutritional models. The influence of personalized nutrition is expanding across various sectors, from clinical healthcare and disease prevention to fitness, athletic performance, and the broader wellness industry. The increasing accessibility of wearable devices, health-tracking apps, and consumer-grade genetic testing is empowering individuals with real-time, personalized health insights. As a result, people are now better equipped to make informed dietary decisions and take proactive steps toward optimized health.

In a world increasingly burdened by lifestyle-related diseases such as obesity, diabetes, and cardiovascular disorders, personalized nutrition holds the promise of a more precise, preventative, and participatory healthcare model.

**Global Personalized Nutrition Market Definition**

The Global Personalized Nutrition Market refers to the rapidly expanding industry centered on providing customized dietary solutions tailored to an individual's unique biological, A close-up of hands holding a tablet and a pen

Description automatically generatedgenetic, and lifestyle profiles. This market encompasses a wide range of products and services, including genetic testing kits, wearable health devices, personalized supplement formulations, meal planning services, and AI-driven nutrition platforms, designed to deliver targeted nutritional recommendations aimed at improving health outcomes. Spanning a wide array of industries, including healthcare, wellness, fitness, pharmaceuticals, and food and beverage, the market caters to a variety of health objectives, ranging from preventing chronic diseases and managing weight to enhancing athletic performance and promoting healthy aging.

**Global Personalized Nutrition Market Overview**

The growth of the Global Personalized Nutrition Market is being driven by a combination of technological, healthcare, and consumer trends. One of the primary drivers is the rising prevalence of chronic diseases such as obesity, diabetes, and cardiovascular conditions, which has fueled demand for more targeted, preventative health solutions. Rapid advancements in genomics, microbiome science, and digital health technologies, such as wearable devices and mobile health applications, have significantly enhanced the ability to gather, interpret, and utilize individual health data. At the same time, the growing accessibility and affordability of genetic testing and biomarker analysis are making personalized dietary solutions more scalable and commercially viable. Increasing health consciousness and a strong consumer shift toward personalized wellness experiences are further fueling demand. The global transition from reactive to preventive healthcare, supported by rising disposable incomes and the expansion of digital infrastructure, especially in emerging markets, is driving widespread adoption. Moreover, active investments and strategic collaborations from the food, nutraceutical, and pharmaceutical sectors are reinforcing innovation and accelerating the evolution of the personalized nutrition landscape.

**Global Personalized Nutrition Market Segmentation**

The Global Personalized Nutrition Market is strategically segmented across product types, applications, end-users, forms, and regions, reflecting the industry's dynamic integration of science, technology, and consumer-driven health solutions to deliver precision nutrition at scale.

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* **Active Measurement Products**
* **Standard Measurement Products**
* **Personalized Nutrition Plans & Services**
* **Personalized Supplements & Functional Foods**

The Global Personalized Nutrition Market by Product Type is dominated by Personalized Supplements & Functional Foods, which account for a significant share due to increasing consumer demand for convenient, tailored health solutions. These products are widely adopted for their ability to deliver targeted nutrients based on individual health profiles. Personalized Nutrition Plans & Services are also gaining momentum, driven by the growing use of AI-powered apps and digital platforms offering customized meal plans and health coaching. Meanwhile, Active and Standard Measurement Products, such as wearable devices and genetic testing kits, serve as foundational tools that enable data collection and personalization, playing a critical role in the ecosystem.

**Global Personalized Nutrition Market, By Application**

* **General Wellness & Preventive Care**
* **Sports & Fitness Nutrition**
* **Diabetes Management**
* **Cardiovascular Health**
* **Digestive Health**

The Global Personalized Nutrition Market, segmented by application, is predominantly driven by the General Wellness & Preventive Care segment, reflecting growing consumer focus on maintaining overall health and preventing lifestyle-related diseases. Sports & Fitness Nutrition also commands a significant share as athletes and fitness enthusiasts increasingly seek customized nutrition to enhance performance and recovery. Specialized applications like Diabetes Management, Cardiovascular Health, and Digestive Health are rapidly expanding, fueled by the rising prevalence of chronic conditions and the demand for targeted dietary interventions.

**Global Personalized Nutrition Market, By End-User**

* **Direct-to-Consumer**
* **Healthcare Providers**
* A close-up of hands holding a tablet and a pen

  Description automatically generated**Fitness & Wellness Centers**
* **Corporate Wellness Programs**

The Global Personalized Nutrition Market, segmented by end-user, is largely propelled by the Direct-to-Consumer segment, as increasing health awareness and digital accessibility empower individuals to take charge of their nutrition through personalized products and services. Healthcare Providers play a crucial role by integrating personalized nutrition into clinical care, especially for managing chronic diseases and preventive health. Meanwhile, Fitness & Wellness Centers are adopting tailored nutrition solutions to enhance client outcomes and loyalty. Additionally, Corporate Wellness Programs are gaining traction as employers invest in personalized nutrition to boost employee health, productivity, and overall well-being, reflecting a holistic approach to workplace wellness.

**Global Personalized Nutrition Market, By Form**

* **Tablets & Capsules**
* **Soft Gels**
* **Powders**
* **Liquids**

The Global Personalized Nutrition Market, segmented by form, is prominently led by tablets and capsules, favored for their convenience, precise dosing, and widespread consumer acceptance. Soft gels also hold a significant share, offering enhanced bioavailability and ease of ingestion. Meanwhile, powders are gaining popularity for their versatility and suitability in customized blends and functional beverages. Liquids, though a smaller segment, appeal to consumers seeking fast absorption and alternative delivery methods.

**Global Personalized Nutrition Market, By Region**

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

The Global Personalized Nutrition Market is led by North America, where advanced healthcare systems, heightened consumer health awareness, and swift adoption of innovative technologies drive substantial market growth. Europe ranks next, benefiting A close-up of hands holding a tablet and a pen

Description automatically generatedfrom robust regulatory support and an increasing focus on preventive healthcare. The Asia-Pacific region stands out as the fastest-growing market, propelled by rapid urbanization, rising disposable incomes, and expanding digital infrastructure. Meanwhile, Latin America and the Middle East & Africa are experiencing consistent growth, driven by enhanced healthcare accessibility and a rising demand for personalized wellness solutions.

**Key Players**

The “Global Personalized Nutrition Market" study report will provide valuable insight emphasizing the Global market. The major players in the Market Nestlé, Abbott Laboratories, Danone, Herbalife Nutrition, Amway, DSM, Nutrigenomix, Zipongo, GNC Holdings, LLC, Vitabot, Nutritional Genomics Inc., Zoe Nutrition Private Limited, Bayer AG, Viome, Essensia Health among others. Our market analysis also entails a section solely dedicated to such major players wherein our analysts provide an insight into the financial statements of all the major players, along with product benchmarking and SWOT analysis.

**Key Developments**

* In 2025, In 2025, Nourish, a digital health startup focused on personalized nutrition, achieved a valuation exceeding $1 billion following a $70 million Series B funding round led by JP Morgan Growth Equity, positioning itself to advance virtual, insurance-covered nutritional care solutions within the personalized nutrition market.
* In 2024, ioniq introduced "Bioniq Build Your Own," an innovative AI-powered platform that enables users to design personalized supplements customized to their unique health requirements.

**Market Attractiveness**

The image of market attractiveness provided further helps to get information about the region leading in the Global Personalized Nutrition Market. We cover the major impacting factors driving the industry growth in the given region.

**Porter’s Five Forces**

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Description automatically generatedThe image provided would further help to get information about Porter's five forces framework providing a blueprint for understanding the behavior of competitors and a player's strategic positioning in the respective industry. Porter's five forces model can be used to assess the competitive landscape Global Personalized Nutrition Market, gauge the attractiveness of a particular sector, and assess investment possibilities.

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