

Dietary Supplements: Consumption, Demand, Sales, Competitor and Forecast 2016 – 2021

*Dietary Supplements Global Market 2016
Analysis and Forecast to 2021*

PUNE, INDIA, November 7, 2016
/EINPresswire.com/ -- Summary

The rise of personalized nutrition is providing fresh impetus and new opportunities within the market for [dietary supplements](#). This report considers the evolving landscape of the supplements industry.

Get Sample Report @

<https://www.wiseguyreports.com/sample-request/317532-dietary-supplements-in-an-age-of-personalized-nutrition-how-the-trend-towards-personalized-health-will-impact-the-dietary-supplements-market>



WISE GUY
REPORTS

Norah Trent Partner Relations & Marketing Manager

✉ sales@wiseguyreports.com

☎ Ph: +1-646-845-9349 (US) Ph: +44 208 133 9349 (UK)

🌐 <https://www.linkedin.com/company/4828928>

🐦 <https://twitter.com/WiseGuyReports>

📘 <https://www.facebook.com/Wiseguyreports-1009007869213183/?fref=ts>

Wise.Guy.

Key Findings

- Personalized nutrition offers manufacturers the chance to develop an ongoing relationship with consumers rather than a single transactional approach. This benefits both suppliers, who can build a base of loyal customers, and consumers, who gain a personalized and dedicated service.
- Although the growth of the global market for vitamins, minerals, and supplements has slowed in recent years, the personalized nutrition trend will push growth at a CAGR of 6.5% from an estimated total value of \$93bn in 2015 to \$127bn in 2020.
- In 2015, WellPath joined forces with 23andMe and FitBit to offer a service to customers that provides customized packages of monthly supplements based on an unprecedented level of personal information.

Synopsis

The objective of "Dietary Supplements in an Age of Personalized Nutrition" is to examine the effects of personalized nutrition on the global dietary supplements industry. The content outlines the different approaches to personalized nutrition, with current examples of innovation and best practice within the marketplace. The report considers how the rise of personalized

nutrition will impact on the global market for dietary supplements over the short-to-medium term, and offers suggestions and recommendations to manufacturers for achieving success within this new landscape.

Reasons to Buy

- Assess the different approaches to personalized nutrition, with current examples of innovation and best practice within the marketplace.
- Use market data to examine the current value in the market, and how this will change moving forward.
- Consider recent controversies in personalized nutrition, including ethical concerns, lack of regulation, data confidentiality, and gene patenting.
- Identify companies and collaborations that have achieved success in this market.

Table of Contents

About the author

Disclaimer

Executive summary

The rise of personalized nutrition

Innovations in personalized nutrition

Dietary supplements market

Strategies for success

Chapter 1 Introduction

Food versus medicine

The dietary supplements market

Trends fueling growth

Trusted ingredient sourcing

Integrative medicine

Genetic modification

Innovation

Adulteration

Commodity costs

Mega-markets

Personalization

Personalized nutrition: a key consumer trend

Nomenclature

Report objectives

Chapter 2 The rise of personalized nutrition

Summary

Introduction

The trend towards personalization

Human Genome Project

Personalized medicine

Examples of personalized medicine in practice

Cancer
Cardiovascular disease
Phenylketonuria
Personalized nutrition
Benefits of personalized nutrition
Controversies in personalized nutrition
Ethical considerations
Regulation
Data confidentiality
Patenting
Social implications
Evidence base
Chapter 3 Innovation in personalized nutrition
Summary
Introduction
Supplement opportunities arising from personalized nutrition
Personalization at the demographic level
Personalization at the level of individual preference and lifestyle
Online services
Home supplement dispenser
Personalization at the level of biological testing
Personalized nutrition: an emerging industry in its own right
Technologies
Diagnostics
Apps
Wearables
Delivery models
Existing and emerging players in personalized nutrition
Chapter 4 Dietary supplements market
Summary
Introduction
Consumer acceptance of personalization nutrition
Market analogs
Impact of personalized nutrition on supplements market
Projected growth of dietary supplements market
Regional variation in dietary supplements market
Diagnostic testing market
Face-to-face consultation
Devices
Chapter 5 Strategies for success
Summary
Introduction
Profile of the motivated consumer

Strategic imperatives

1. Build partnerships and collaborations with complementing industries
2. Build ongoing relationships with customers
3. Increase the at-home and online offering
4. Maintain credibility

Invest in research

Invest in PR

5. Drive costs down
6. Leverage familiarity with personalized medicine
7. Develop protocols for data security
8. Increase branding to improve product differentiation

Appendix

Scope

Methodology

List of Tables

Table 1: Personalized medicine and the food industry supply chain

Table 2: Summary of recent studies investigating public attitudes to genetic testing

Table 3: Projected growth in key segments of the health and nutrition market with relevance to the personalized nutrition market

Table 4: Genetic testing companies directly involved in nutrigenomics (part 1)

Table 5: Genetic testing companies directly involved in nutrigenomics (part 2)

Table 6: Consortia influential in the personalized nutrition market

List of Figures

Figure 1: The divisions between foods and medicines are increasingly blurred

Figure 2: Prevalence of reported motivations for use of dietary supplements among adults in the US (%), 2007-10

Figure 3: Examples of recent negative press around dietary supplements, April 2015

Figure 4: Levels of characterization through which an personalized approach to nutrition and supplementation may be achieved

Figure 5: The personalized "Share a Coke" campaign was credited for turning around Coca-Cola sales after an 11-year decline

Figure 6: Principle of personalized medicine

Figure 7: Benefits of personalized nutrition

Figure 8: Increasing cost with increasing degree of personalization

Figure 9: Dietary products personalized through consumer demographics

Figure 10: The Nourish "intelligent," personalized countertop supplement system

Figure 11: InsideTracker home blood testing kit; analysis includes a unique customized food, lifestyle, and exercise plan

Figure 12: Emerging role of smartphone apps in different aspects of personalized nutrition

[age-of-personalized-nutrition-how-the-trend-towards-personalized-health-will-impact-the-dietary-supplements-market](#)

Get in touch:

LinkedIn: www.linkedin.com/company/4828928

Twitter: <https://twitter.com/WiseGuyReports>

Facebook: <https://www.facebook.com/Wiseguyreports-1009007869213183/?fref=ts>

Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/352815245>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.