

Personalized Testing Supplements Market Report 2020-2030, Industry Share, Size, and Forecast

The Personalized Testing Supplements market is expected to grow from an estimated USD 11.25 billion in 2024 to USD 46.94 billion in 2033, at a CAGR of 17.20%

VANCOUVER, BRITISH COLUMBIA, CANADA, January 16, 2025 /EINPresswire.com/ -- The [personalized testing supplements market](#) is projected to grow significantly, increasing from an estimated USD 11.25 billion in 2024 to USD 46.94 billion by 2033, at a compound annual growth rate (CAGR) of 17.20%, according to recent market analysis.

The growth of this market is fueled by rising consumer interest in personalized health solutions. As people become more health-conscious, there is an increasing preference for customized dietary supplements tailored to individual needs. These products offer targeted support for specific health goals, such as immune function, energy enhancement, and weight management. This growing awareness is encouraging consumers to adopt personalized supplements, which in turn is driving innovation and expanding the market.

The rapid development of digital health technologies and personalized nutrition platforms is also making personalized supplements more accessible. According to a survey by the Council for Responsible Nutrition, 77% of U.S. adults planned to take dietary supplements in 2023, with many seeking tailored solutions for unique health requirements. This trend reflects a broader consumer shift toward wellness-focused lifestyles and specialized nutrition, boosting market demand for personalized testing supplements.

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Key Market Drivers

Growing Demand for Natural Products

Health-conscious consumers increasingly prefer supplements made from natural and organic ingredients that align with holistic wellness values. Products with clear labels, minimal processing, and sustainable sourcing are gaining popularity. Personalized testing supplements that use natural ingredients provide tailored health benefits, meeting consumer demand for customized, effective, and sustainable solutions.

In response, industry players are investing in innovation. For instance, Lycored announced a new facility in Branchburg, New Jersey, in 2022, dedicated to processing key ingredients like carotenoids and vitamins. This investment reflects the industry's commitment to quality and innovation in personalized health solutions.

Market Challenges

Lack of Standardization

The absence of uniform standards for testing methods, ingredient sourcing, and product composition is a significant challenge for the personalized testing supplements market. Inconsistent product quality and safety concerns can reduce consumer trust and hinder market adoption. Regulatory bodies face difficulties in enforcing compliance without established guidelines, making market entry challenging for new players and slowing overall growth.

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Market Segment Insights

Direct-to-Consumer (DTC) Model Leads the Market

The market is segmented by service providers into Personalized Testing & Supplement Companies (DTC), Dietitians & Nutritionists, and Others. The DTC category dominated the market in 2023 and is expected to grow at the fastest pace through 2030. Consumers increasingly prefer the convenience and personalization offered by DTC models, which provide at-home testing kits and customized supplement deliveries.

This model enables companies to gather valuable health data, offer personalized recommendations, and strengthen customer loyalty. As a result, businesses focusing on DTC solutions are driving market expansion.

Some of the key companies in the global Personalised Testing Supplements Market include:

Viome

DSM Nutritional Products AG

Thorne

Pharmavite

Baze

GNC Holding

The Vitamin Shoppe

Nestlé Health Science

Vitaminpacks, Inc.

myDNA

LifeNome

Personalised Testing Supplements Latest Industry Updates

In September 2024, Bionic announced a new relationship with Truemed. This agreement certifies Bioniq's pharmaceutical-grade nutritional supplements as medically required, allowing qualified customers to use HSA and FSA monies for preventative healthcare practices. Typically, qualified individuals using HSA/FSA money can enjoy savings of around 30%.

In April 2024, Hexis, a UK-based personalized sports nutrition firm, established a strategic partnership with TrainingPeaks, a platform for coaches and athletes. This makes Hexis the first app to dynamically predict an athlete's nutritional needs and customise them to specific workout requirements.

In March 2024, Reports surfaced concerning the new Samsung Galaxy Ring, which is anticipated to revolutionise personalised nutrition by giving meal recommendations based on calorie intake and BMI. It will integrate with Samsung Food to provide customised recipes.

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Personalised Testing Supplements Market Segmentation Analysis

By Service Outlook (Revenue, USD Million; 2020-2033)

- Personalized Testing
 - Blood Tests
 - DNA Tests
 - Wearable Device & App-based Tests
 - Others
- Personalized Recommendations
 - Fixed
 - Repeat
 - Continuous
- Personalized Supplements
 - Proteins & Amino Acid
 - Vitamins
 - Minerals
 - Probiotics
 - Herbal/Botanic
 - Others

By Service Provider Outlook (Revenue, USD Million; 2020-2033)

- Personalized Testing & Supplement Companies (DTC)
- Dieticians & Nutritionists
- Others

By Application Outlook (Revenue, USD Million; 2020-2033)

- General Health & Wellness
- Deficiency Management
- Others

By Regional Outlook (Revenue, USD Million; 2020-2033)

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Benelux

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Rest of Asia-Pacific

Latin America

Brazil

Rest of Latin America

Middle East and Africa

Saudi Arabia

UAE

South Africa

Turkey

Rest of MEA

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