

Rising Demand For Tailored Nutrient Support Drives Transformation In Personalized Vitamin Products Market 2025

*The Business Research Company's
Personalized Vitamin Products Global
Market Report 2025 - Market Size, Trends,
And Global Forecast 2025-2034*

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Personalized Vitamin Products Market Report 2025 -
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How Has [The Personalized Vitamin Products Market Size](#) Grown In Recent Years?

In recent years, the personalized vitamin products market size has seen rapid growth. This

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growth, which equates to a CAGR of 14.1%, can be attributed to an increasing interest in self-care and wellness. Further contributing factors are the rising demand for natural and organic supplements, the rise in personalized nutrition and fitness trends, and the growing influence of social media in health and wellness along with an increased focus on lifestyle diseases and aging populations.

What Can We Expect For [The Future Of The Personalized Vitamin Products Market Size](#)?

In the next few years, the personalized vitamin products

market size is expected to expand rapidly, growing to reach \$18.44 billion in 2029 at a CAGR of 13.9%. Expansion of personalized health platforms, advancements in biotechnology and genomics, partnerships between health tech and supplement companies, demand for subscription-based wellness services, increasing availability of AI-driven health assessments, advancement in AI-powered personalized vitamin formulations, integration of genetic testing for vitamin customization, and the development of on-demand vitamin delivery services play vital

roles in this surge. New trends such as sustainable, eco-friendly packaging, and the advancement in data analytics for personalized health recommendations are also contributing to the rising value.

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What Is Driving The Growth Of The Personalized Vitamin Products Market?

A crucial [growth driver for the personalized vitamin products market](#) is the rising prevalence of chronic illnesses. Chronic illnesses, such as heart conditions and diabetes, are persistent health conditions that require continuous care, lifestyle adjustments and are generally caused by inactive lifestyles. Personalized vitamin products support the management of chronic illnesses by addressing individual nutrient gaps, in turn reducing symptoms and enhancing overall health. For instance, in June 2024, according to the UK-based National Health Service, there was an 18% increase in individuals diagnosed with non-diabetic hyperglycemia or pre-diabetes a condition where blood sugar levels are higher than usual but not high enough to be diagnosed as diabetes compared to 2022.

What Are Some Of The Major Companies Operating In The Personalized Vitamin Products Market?

Operating within the personalized vitamin market are pharmaceutical giants such as Bayer AG and Nestlé Health Science, alongside other major players include Amway Corporation, Metagenics Inc., Blackmores Limited, Vitabiotics Ltd., EverlyWell Inc., Viome Life Sciences Inc., VitaminLab, Hum Nutrition Inc., Vital Farms Inc, Persona Nutrition, Nourished, Nutrafill, Routine, LifeDNA, Vous Vitamin LLC, Custom Nutra, LemonBox, and Vitamins & Me.

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What Are The Emerging Trends In The Personalized Vitamin Products Market?

A unique trend emerging within the personalized vitamin products market is the development of innovative, science-backed nutritional products. With research and clinical studies backing each product's effectiveness and health benefits, companies are looking to gain a competitive edge through innovation and personalization. For instance, LifeDNA, a U.S-based personalized health and wellness company, has begun to provide DNA-based New Chapter vitamin and supplement recommendations. By analyzing data from non-invasive DNA tests, LifeDNA provides personalized daily nutrition tips including tailored New Chapter vitamin and supplement suggestions.

How Is The Personalized Vitamin Products Market Segmented?

The personalized vitamin products market exhibits a deep segmentation, broken down by product type, application, and end-user. Main segments include:

- 1 By Product Type: Active Measurement, Standard Measurement
- 2 By Application: Standard Supplements, Disease-Based
- 3 By End-User: Direct-To-Consumer, Wellness and Fitness Centers, Hospitals and Clinics, Other End-Users

Additionally, subsegments include:

- 1 By Active Measurement: DNA-Based Vitamin Recommendations, Blood Biomarker Testing, Microbiome Analysis, Wearable Device Data Integration, Urine or Saliva Testing-Based Personalization
- 2 Standard Measurement: Lifestyle And Diet-Based Questionnaires, Age And Gender-Based Formulas, Health Goal-Oriented Formulations, General Wellness Packages, Subscription Box Models With Standard Personalization

What Are The Regional Insights In The Personalized Vitamin Products Market?

In terms of regions, North America was the largest region in the personalized vitamin products market in 2024. However, Asia-Pacific showcases promising potential, expected to be the fastest-growing region in the coming years.

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