

AI in Nutraceuticals Market to Reach US\$2.48 Billion by 2032, Driven by Personalized Nutrition and AI Formulation

AI-driven solutions are reshaping the nutraceutical industry, optimizing product formulation, personalized nutrition, and quality assurance globally.

LEANDER, TX, UNITED STATES,

December 18, 2025 /

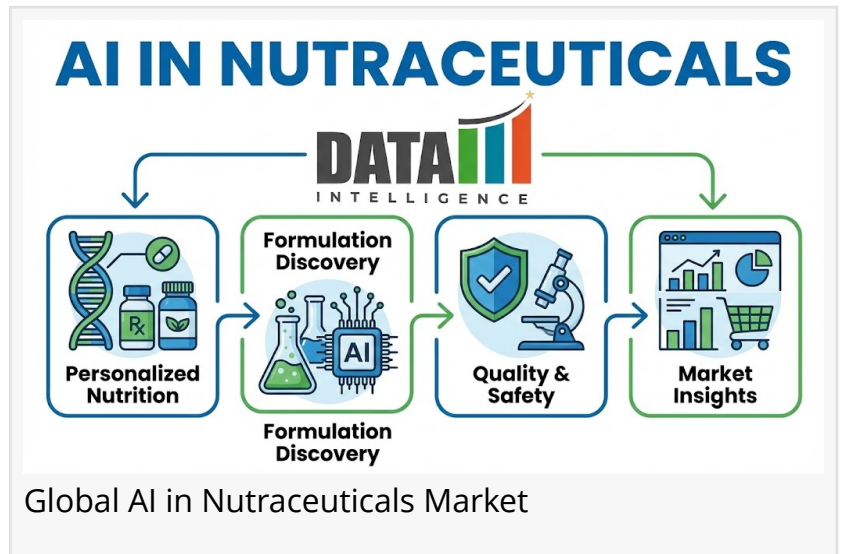
EINPresswire.com/ -- The global [AI in Nutraceuticals Market](#) was valued at US\$1.32 billion in 2024 and is projected to reach US\$2.48 billion by 2032, growing at a CAGR of 8.19% during 2025–2032, according to DataM

Intelligence. Dietary supplements dominate the product type segment due to high consumer adoption and the need for targeted nutritional solutions. North America leads the regional market, benefiting from technological advancements, high AI adoption, and strong demand for personalized nutrition.



AI adoption is transforming nutraceuticals, enabling personalized nutrition, efficient formulation, quality assurance, and supply chain optimization for faster, safer product delivery."

Sai Teja Thota | Research Head



For more information, visit <https://www.datamintelligence.com/download-sample/ai-in-nutraceuticals-market>

<https://www.datamintelligence.com/download-sample/ai-in-nutraceuticals-market>

The global AI in nutraceuticals market is experiencing significant growth as companies leverage artificial intelligence to enhance product development, formulation, and quality assurance processes. AI technologies such as machine learning, computer vision, and predictive analytics are transforming dietary supplements and functional

foods, enabling manufacturers to improve efficacy, safety, and personalization. Increasing consumer demand for personalized nutrition, coupled with regulatory requirements for quality and safety, is driving the adoption of AI-based solutions across the nutraceutical value chain.

Key Highlights from the Report

- AI adoption in nutraceuticals is driven by personalized nutrition and formulation optimization
- Machine learning and predictive analytics dominate the technology segment
- Dietary supplements represent the largest product type segment
- Cloud-based AI solutions are increasingly preferred for scalability and integration
- Quality control and safety assurance are major applications of AI in nutraceuticals
- North America holds the largest regional market, with Asia Pacific expected to grow rapidly

Market Segmentation

By Product Type, the market includes dietary supplements and functional foods. Dietary supplements dominate due to strong consumer demand and the ability to target specific health needs. Functional foods are also growing as consumers seek integrated nutrition solutions with health benefits.

By Application, AI is used in product formulation, personalized nutrition, quality control & safety assurance, supply chain optimization, and other areas. Personalized nutrition is gaining traction as AI enables precise nutrient recommendations based on individual profiles.

By Technology, the market includes AI and machine learning, natural language processing, computer vision, predictive analytics, deep learning, and others. Machine learning and predictive analytics are leading due to their effectiveness in analyzing large datasets for product development and quality management.

By Deployment Mode, AI solutions are either cloud-based or on-premise. Cloud-based solutions are increasingly preferred due to flexibility, scalability, and remote access capabilities, while on-premise solutions are used for sensitive or proprietary data processing.

Looking For A Detailed Full Report? Get it here: <https://www.datamintelligence.com/research-report/ai-in-nutraceuticals-market>

Regional Insights

North America dominates the AI in nutraceuticals market due to high adoption of advanced technologies, strong R&D infrastructure, and growing consumer demand for personalized nutrition. Europe holds a significant share, driven by regulatory compliance, product innovation, and increasing awareness of health and wellness trends.

Asia Pacific is expected to register the fastest growth due to rising health consciousness, technological advancements, and expansion of nutraceutical manufacturing facilities. Latin America and the Middle East & Africa are witnessing gradual adoption as awareness and access to AI solutions increase.

Market Drivers

Key drivers include rising demand for personalized nutrition, increasing regulatory requirements for quality and safety, and the growing need to optimize formulation and supply chains. AI adoption helps manufacturers reduce costs, improve efficiency, and enhance product efficacy.

Market Restraints

High implementation costs, lack of technical expertise, and integration challenges with legacy systems can limit AI adoption in nutraceuticals. Data privacy concerns and regulatory uncertainty in some regions may also hinder market growth.

Market Opportunities

Opportunities lie in cloud-based AI platforms, integration with wearable health devices for personalized recommendations, expansion in emerging markets, and development of AI-driven predictive analytics for functional foods and supplements.

Get Customization in the report as per your requirements:

<https://www.datamintelligence.com/customize/ai-in-nutraceuticals-market>

Reasons to Buy the Report

- Detailed market forecast and growth outlook through 2032
- Segmentation analysis by product type, application, technology, and deployment mode
- Comprehensive regional insights for strategy and expansion planning
- Evaluation of drivers, restraints, and opportunities for informed decision-making
- Competitive intelligence with profiling of key players and recent developments

Frequently Asked Questions (FAQs)

- How big is the AI in nutraceuticals market globally?
- What is the projected CAGR of the AI in nutraceuticals market?
- Which product type dominates the AI in nutraceuticals market?
- Which region is expected to lead the market in the forecast period?
- Who are the leading companies in the global AI in nutraceuticals market?

Company Insights

Key players operating in the market include:

- IBM Corporation
- Microsoft Corporation
- Google LLC
- Nutrigenomix Inc
- BenevolentAI
- NutriScience Innovations
- CloudMedx Inc
- Cognizant Technology Solutions

Recent Developments:

- In November 2025, Microsoft introduced a cloud-based AI solution for personalized nutrition analytics, integrating consumer health data with nutraceutical product design.
- In October 2025, IBM launched an AI-powered nutraceutical formulation platform for dietary supplements, enabling predictive nutrient optimization.

Conclusion

The global AI in nutraceuticals market is growing rapidly due to increased adoption of AI technologies for personalized nutrition, product formulation, quality control, and supply chain optimization. Dietary supplements remain the leading segment, while cloud-based AI solutions are transforming operational efficiency. North America currently leads the market, and Asia Pacific is expected to grow at a high pace due to technological adoption and rising health awareness. Continued innovation in AI applications and expansion into emerging markets will sustain market growth through 2032.

Sai Kiran

DataM Intelligence 4market Research LLP

+1 877-441-4866

sai.k@datamintelligence.com

Visit us on social media:

[LinkedIn](#)

[YouTube](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/876445345>

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.

© 1995-2025 Newsmatics Inc. All Right Reserved.