

Personalized Nutrition Market to Witness Remarkable Growth With DSM-Firmenich, BASF SE, Amway Corp

Personalized Nutrition Market is estimated to valued USD 16.34 Bn in 2025 and expected to reach USD 42.16 Bn by 2032, growing CAGR of 14.50% from 2025 to 2032

BURLINGAME, CA, UNITED STATES, January 8, 2026 /EINPresswire.com/ -- Overview

The "[Personalized Nutrition Market 2026 Forecast to 2033](#)" report delivers precise global, regional, and country-level insights backed by reliable economic analysis. It presents a clear view of the competitive environment and includes a detailed supply chain study to help businesses anticipate shifts in industry practices. The study also assesses the present market scenario of the Personalized Nutrition industry and outlines future growth prospects, technological developments, investment opportunities, and financial outlook. With a well-structured SWOT evaluation, the report highlights key drivers, restraints, market trends, and financial structures shaping the industry landscape.

This publication provides a well-rounded and data-driven analysis of the Global Personalized Nutrition Market. Both quantitative and qualitative evaluations are included, segmented by company, region & country, type, and application. As markets continue to evolve, the report explores competitive strategies, demand-supply shifts, and critical forces that influence business growth across various industries.

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Personalized Nutrition Market Size

Global Personalized Nutrition Market Key Takeaways

According to Coherent Market Insights (CMI), the global personalized nutrition market size is projected to grow from USD 16.34 Bn in 2025 to USD 42.16 Bn by 2032, registering a CAGR of 14.5% during the forecast period.

Demand remains especially high for personalized dietary supplements, such as vitamins and probiotics, with the target segment accounting for a market share of 45.3% in 2025.

Standard supplements segment is slated to account for 67.8% of the global personalized nutrition market share in 2025.

Based on technology, genetic testing is projected to account for a prominent market share of 36.9% in 2025.

North America is expected to dominate the personalized nutrition industry with a share of 40.3% in 2025. This is mostly due to rising demand for precision nutrition and integration of advanced technologies like AI and wearables.

Asia Pacific, with an estimated share of 23.5% in 2025, is anticipated to emerge as a highly lucrative market for personalized nutritional manufacturers during the forecast period.

Growing Health Awareness Fueling Personalized Nutrition Market Growth

Coherent Market Insights' latest personalized nutrition market analysis identifies various factors driving the industry's growth. These include rising consumer health awareness, increasing prevalence of lifestyle-related diseases, growing demand for functional foods, and escalating popularity of personalized nutrition therapy. Availability of custom nutrition solutions is also positively impacting the target market.

Consumers in the contemporary world are increasingly becoming health-conscious and focused on preventive care. They recognize that nutrition plays a vital role in overall well-being, disease prevention, and quality of life. This awareness is driving demand for nutrition plans as well as products tailored to individual health goals, rather than generic solutions.

High Cost of Personalized Nutrition Products and Services Limiting Market Growth

The global personalized nutrition market outlook appears bright, owing to rising consumer health awareness, growing interest in preventive care, and increasing popularity of tailored nutrition programs. However, high cost of personalized nutrition and services might slow market growth to some extent during the forecast period.

Personalized nutrition plans, supplements, and testing services can be expensive. This limits adoption, especially across low- and middle-income regions, thereby reducing overall personalized nutrition market demand. High costs of advanced technologies like genetic testing or microbiome analysis also restrict accessibility.

Increasing Chronic and Lifestyle-Related Diseases Burden Creating Growth Opportunities

There global incidence of lifestyle disorders like cardiovascular disease and metabolic issues is increasing rapidly. This, in turn, is pushing consumers and healthcare providers toward nutrition strategies customized to individual health profiles. As a result, lucrative growth opportunities are on the horizon for manufacturers of personalized nutrition products.

Key Players Highlighted in This Report

- DSM-Firmenich
- BASF SE
- Amway Corp
- Herbalife Nutrition Ltd
- Nestl Health Science
- Glanbia Plc
- Danone SA
- Unilever PLC
- Cargill Incorporated
- Balchem Corporation
- Nutrigenomix Inc
- DayTwo Ltd
- Viome Life Sciences
- Persona Nutrition (Nestl)
- InsideTracker

Comprehensive Segmentation of the Report

- By Product Type: Personalized Dietary Supplements (vitamins, probiotics), Nutraceuticals, Medical Foods (Pharmaceutical-grade, disease-specific, requires a prescription), and Software and Digital Platforms
- By Application: Standard Supplements (General wellness and vitality, Weight management and metabolism support, Muscle recovery, Immune system enhancement, Energy and stress management, Cognitive and mental performance), and Disease-Based Formulations
- By Technology: Genetic Testing, Microbiome and Gut Health Analysis, Blood Biomarker and Metabolic Testing, and Others
- By Dosage Form: Capsules and Tablets, Powders and Mixes, and Others (Liquid, etc.)
- By Age Group: Pediatric, Adult, and Geriatric

- By End User: Individuals/Consumers, Hospitals and clinics, Nutritionists and dietitians, Home Care Settings, Corporate wellness programs, and Research and Academic Institutes
- By Distribution Channel: Online and Offline

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Emerging Personalized Nutrition Market Trends

Shift towards preventive healthcare is a key growth-shaping trend in the personalized nutrition market. Consumers in the modern world are increasingly investing in personalized nutrition to enhance overall health, boost immunity, manage weight, and optimize wellness. This rising demand for preventive nutrition will likely bode well for the target industry.

Rising demand for functional and nutrigenomic solutions is boosting personalized nutrition market growth. There is a growing interest in functional foods, nutrigenomics, and tailored supplements that offer benefits beyond basic nutrition. This is expected to create lucrative growth opportunities in the personalized nutrition industry in the coming years.

Innovations in genetic testing, microbiome sequencing, AI and machine learning, and wearable health tech enable highly precise, data driven personalized recommendations that adapt to an individual's unique biology and habits. These advancements are expected to boost personalized nutrition market growth during the forthcoming period.

Regional Outlook

The Personalized Nutrition Market analysis also provides detailed forecasts across major regions, including growth drivers and influencing trends. The study covers:

- North America (U.S. and Canada)
- Latin America (Mexico, Brazil, Peru, Chile, and others)
- Western Europe (Germany, U.K., France, Spain, Italy, Nordic countries, Belgium, Netherlands, Luxembourg)
- Eastern Europe (Poland and Russia)
- Asia Pacific (China, India, Japan, ASEAN, Australia, New Zealand)
- Middle East & Africa (GCC, Southern Africa, North Africa)

Benefits of This Report

- Reduce uncertainty about the future – Identify revenue pockets and growth opportunities.
- Understand market sentiment – Access in-depth insights into consumer and industry trends.
- Pinpoint investment hubs – Evaluate future demand and ROI for key sectors.
- Assess potential partners – Identify compatible collaborators and business allies.

Reasons to Buy

- 1□□ Gain competitive insights for effective R&D strategies.
- 2□□ Spot emerging players with strong pipelines and portfolios.
- 3□□ Identify potential clients or partners in key demographics.
- 4□□ Build tactical initiatives based on top companies' focus areas.
- 5□□ Plan M&A activities with clear intelligence on leading manufacturers.
- 6□□ Strengthen licensing strategies by identifying promising projects.
- 7□□ Enhance presentations with reliable, high-quality market data.

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FAQ's

1. Who are the key players dominating the market?
2. What business strategies are adopted by leaders to stay competitive?
3. What factors are driving the rapid growth of this industry?
4. Which regions are witnessing the fastest expansion in the Personalized Nutrition sector?
5. What CAGR is expected for the Global Personalized Nutrition Market during 2026–2033?

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About CMI

Coherent Market Insights leads into data and analytics, audience measurement, consumer behaviors, and market trend analysis. From shorter dispatch to in-depth insights, CMI has excelled in offering research, analytics, and consumer-focused shifts for nearly a decade. With cutting-edge syndicated tools and custom-made research services, we empower businesses to move in the direction of growth. We are multifunctional in our work scope and have 450+ seasoned consultants, analysts, and researchers across 26+ industries spread out in 32+ countries.

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