

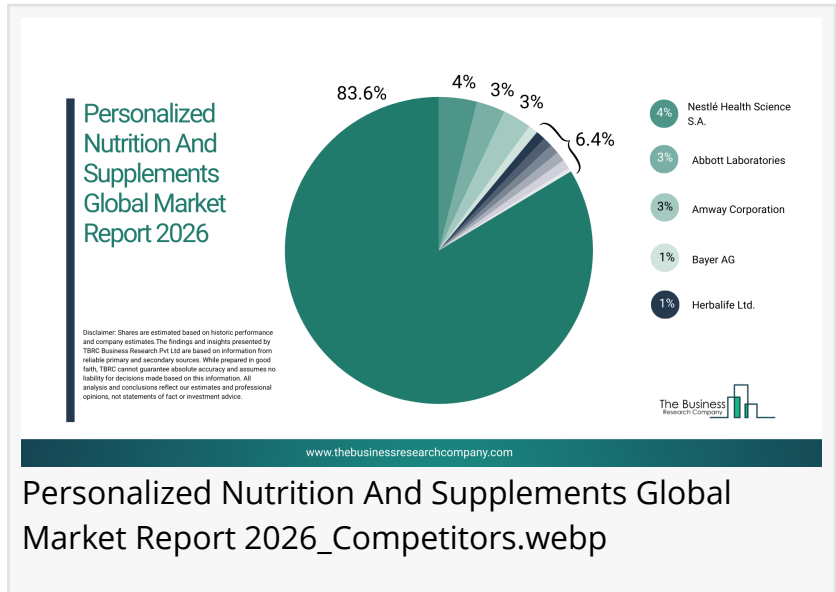
Personalized Nutrition And Supplements Market 2026: Leverage Data-Driven Health Solutions for Targeted Consumer Demand

The Business Research Company's Personalized Nutrition And Supplements Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035

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/EINPresswire.com/ -- "The

[Personalized Nutrition And Supplements market](#) is dominated by a mix of global nutrition brands and emerging direct-to-consumer wellness startups. Companies are focusing on customized formulations, data-driven health assessments, and subscription-based delivery models to strengthen market presence and consumer engagement. Understanding the competitive landscape is important for stakeholders seeking product innovation opportunities, targeted marketing strategies, and strategic partnerships across digital health and retail channels.



Which Market Player Is Leading the Personalized Nutrition And Supplements Market?

According to our research, Nestlé Health Science S.A. led global sales in 2024 with a 4% market share. The Nutrition and Health Science division of the company is completely involved in the personalized nutrition and supplements market provides health and nutrition products for mothers and infants under brands like NAN, Illuma, Cerelac, Garden of Life and Gerber. It offers infant formula, fortified cereals, organic supplements and specialized dietary solutions to support early childhood development and maternal health. The division ensures high-quality, science-backed formulations, meeting strict safety and regulatory standards. By integrating advanced nutrition research, it provides tailored products that promote optimal growth, immunity and overall well-being for mothers and infants.

How Concentrated Is the Personalized Nutrition And Supplements Market?

The market is fragmented, with the top 10 players accounting for 16% of total market revenue in 2024. This level of fragmentation reflects relatively lower entry barriers compared with regulated

medical markets, alongside rapidly evolving consumer preferences, flexible formulation models, and the rise of data-driven personalization platforms. Within this landscape, leading companies such as Nestlé Health Science, Abbott, Bayer, Amway, and Herbalife act as market anchors. These firms maintain competitive advantage through clinical research capabilities, medical-grade and pharmaceutical-backed formulations, global distribution infrastructure, and established consumer trust, while Amway and Herbalife leverage large-scale direct-selling networks and long-term brand loyalty. However, the market's low concentration signals significant opportunity for agile startups focused on hyper-personalized nutrition plans, novel functional ingredients, AI-enabled consumer engagement, and subscription-based digital platforms. As personalization technologies mature and regulatory scrutiny increases, strategic partnerships, acquisitions, and ecosystem consolidation are expected to gradually strengthen the influence of major players while preserving innovation at the niche level.

•Leading companies include:

- oNestlé Health Science S.A. (4%)
- oAbbott Laboratories (3%)
- oAmway Corporation (3%)
- oBayer AG (1%)
- oHerbalife Ltd. (1%)
- oDSM-Firmenich (1%)
- oArcher Daniels Midland Company (1%)
- oFagron Genomics S.L.U. (1%)
- oUSANA Health Sciences (1%)
- oBASF SE (0.4%)

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Which Companies Are Leading Across Different Regions?

- North America: VitaminLab Inc., Viome Life Sciences, Inc., Holix Lab Co., Ltd., Grupo Omnilife, S.A. de C.V., nutriADN S.A.P.I. de C.V., GenoPalate, Inc., Panaceutics Nutrition, Inc., Abbott Laboratories, Amway Corporation, Herbalife Nutrition Ltd., Metagenics, Inc., and Persona Nutrition, LLC are leading companies in this region.
- Asia Pacific: Incredio Private Limited, Plix Life Sciences Private Limited, MyPro Sport Nutrition Private Limited, Kapiva Ayurveda Private Limited, Primal Health Science Private Limited, Outlive HealthTech Private Limited, Varalife Private Limited, Vieroots Wellness Solutions Private Limited, Origin Nutrition Private Limited, Lightyears Health Private Limited, Alphacentric Healthcare Private Limited, The Whole Truth Foods Private Limited, Mensa Brands Private Limited, Senseful Wellness Private Limited, Veera Health Private Limited, Otsuka Pharmaceutical Co., Ltd., FANCL Corporation, Ajinomoto Co., Inc., Meiji Holdings Co., Ltd., Prolicious Private Limited, Vamnaya Wellness Private Limited, Earthy Origins Private Limited, Supr Daily Wellness Private Limited, Nutrabud Foods Private Limited, Liquid I.V., Inc., Cureveda Healthcare Private Limited, Organic

India Private Limited, Ayudiva Wellness Private Limited, Immunosciences India Private Limited, Orihiro Co., Ltd., Cosmix Wellness Private Limited, The Func. Lab Private Limited, Nutricode Pty Ltd, Propel Health Pty Ltd, DrGo Nutrition Private Limited, BY-HEALTH Co., Ltd., Pro Nutrition & Fitness Private Limited, Nutri-Align Limited, Danone India Private Limited, Vybey Australia Pty Ltd, and Pulmuone Health & Living Co., Ltd. are leading companies in this region.

- Western Europe: Nestlé Health Science S.A., Bayer AG, Abbott Laboratories, Amway Corporation, ZOE Limited, Darwin AG, Herbalife Nutrition Ltd., The Protein Works Limited, Science in Sport plc, THG plc, Rocka Sports Nutrition GmbH, Bioniq AG, Else Nutrition Holdings Inc., CISCAREX UG, Danone S.A., Oriflame Holding AG, Verdify B.V., AlpinaSana GmbH, Naturacare Limited, SFI Health, Eqyon Healthcare Solutions Pvt. Ltd., IBSA Institut Biochimique SA, and Myoform International Ltd are leading companies in this region.

- Eastern Europe: Herbalife International Deutschland GmbH, NutriCare Life Sciences Limited, Oriflame Holding AG, EuroPharma Alliance Sp. z o.o., Zenyth Pharmaceuticals Limited, and Evalar CJSC are leading companies in this region.

- South America: Herbalife Nutrition Ltd., Nestlé Health Science S.A., Danone S.A., Abbott Laboratories, Integralmédica Suplementos Nutricionais Ltda., Nutrify Alimentos Ltda., Vitamine-se Indústria e Comércio de Suplementos Alimentares Ltda., Nutrapharm S.A., Naturmega Indústria de Alimentos Ltda., and Procaps Group S.A. are leading companies in this region.

What Are the Major Competitive Trends in the Market?

- Partnerships to broaden access subscriptions is transforming personalized supplement subscription services and make tailored nutrition solutions more affordable and widely available.

- Example: Optum Now Vous Vitamin group-based savings (February 2025) assigns recurring discounts and encouraging adoption of tailored supplement regimens based on individual health questionnaires.

- This innovative partnership highlights how integrating personalized supplement services into larger health benefit ecosystems can extend reach and convenience for consumers seeking customized nutrient support. Vous Vitamin is a US-based personalized nutrition company.

Which Strategies Are Companies Adopting to Stay Ahead?

- Launching AI-driven personalized supplement lines and condition-specific formulations to strengthen market differentiation and consumer loyalty

- Expanding strategic partnerships with genomics firms, microbiome testing companies, and digital health platforms to enhance personalization capabilities

- Strengthening direct-to-consumer subscription models and data-driven customer engagement to improve retention and recurring revenue streams

- Leveraging e-commerce ecosystems, telehealth integration, and app-based nutrition tracking platforms to enable scalable, digitally connected wellness solutions

Access the detailed Personalized Nutrition And Supplements Market report here:

https://www.thebusinessresearchcompany.com/report/personalized-nutrition-and-supplements-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR

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