

Personalized Nutrition & Supplements Market 2026: Leverage Customized Nutrition Solutions Accelerating Precision Wellness

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

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Surpass \$23 billion in 2030. In comparison, the Specialty Foods market, which is considered as its parent market, is expected to be approximately \$510 billion by 2030, with Personalized Nutrition And Supplements to represent around 5% of the parent market. Within the broader Food And Beverages industry, which is expected to be \$8,783 billion by 2030, the Personalized Nutrition And Supplements market is estimated to account for nearly 0.2% of the total market value.

Which Will Be the Biggest Region in the Personalized Nutrition And Supplements Market in 2030?

Asia Pacific will be the largest region in the personalized nutrition and supplements market in 2030, valued at \$9,604 million. The market is expected to grow from \$4,881 million in 2025 at a compound annual growth rate (CAGR) of 15%. The rapid growth can be attributed to the growing focus on preventive healthcare and increasing consumer interest in personalized nutrition.

Which Will Be The Largest Country In The [Global Personalized Nutrition And Supplements](#)



Personalized Nutrition And Supplements Global Market Report 2026

Personalized Nutrition And Supplements Market 2026

Drivers Impact Analysis	% Impact on CAGR Forecast	Restraints Impact Analysis	% Impact on CAGR Forecast
Increasing Consumer Interest in Personalized Nutrition	+ 2.0%	High Cost of Nutrition Products	-2.0%
Rise of Chronic and Lifestyle-Related Diseases	+ 1.5%	Low Consumer Awareness in Emerging Markets	-1.8%
Growing Focus on Preventive Healthcare	+ 1.2%	Impact of Trade War and Tariffs	-0.3%
Growing Demand for Functional Foods and Fortified Supplements	+ 0.8%		

Personalized Nutrition And Supplements Market Drivers & Restraints 2026

Market In 2030?

The USA will be the largest country in the personalized nutrition and supplements market in 2030, valued at \$5,042 million. The market is expected to grow from \$3,083 million in 2025 at a compound annual growth rate (CAGR) of 10%. The strong growth can be attributed to the growing focus on preventive healthcare and rising chronic and lifestyle related diseases.

Request a free sample of the Personalized Nutrition And Supplements Market report:

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What will be Largest Segment in the Personalized Nutrition And Supplements Market in 2030? The personalized nutrition and supplements market is segmented by product type into dietary supplements, functional foods, beverages and other product types. The dietary supplements market will be the largest segment of the personalized nutrition and supplements market segmented by product type, accounting for 43% or \$9,912 million of the total in 2030. The dietary supplements market will be supported by growing consumer awareness about preventive healthcare, increasing prevalence of lifestyle-related diseases, rising demand for immunity-boosting products, easy availability through multiple retail channels, advancements in supplement formulation with enhanced bioavailability, growing adoption among all age groups for overall wellness and increasing inclination towards personalized nutrient intake.

The personalized nutrition and supplements market is segmented by ingredient into proteins and amino acid, vitamins, minerals, probiotics, herbal or botanic and other ingredients. The vitamins market will be the largest segment of the personalized nutrition and supplements market segmented by ingredient, accounting for 32% or \$7,292 million of the total in 2030. The vitamins market will be supported by increasing consumer awareness about immunity and wellness, growing prevalence of micronutrient deficiencies, innovations in multivitamin and bioavailable formulations, demand for age-specific vitamin products, rising adoption of preventive healthcare practices, availability through multiple retail channels, growing interest in personalized dosing based on individual health profiles and integration of digital health and diagnostic technologies.

The personalized nutrition and supplements market is segmented by dosage form into tablets or capsules, liquids, powders and others dosage forms. The tablets or capsules market will be the largest segment of the personalized nutrition and supplements market segmented by dosage

form, accounting for 60% or \$13,902 million of the total in 2030. The tablets or capsules market will be supported by stability of nutrients, convenience for on-the-go usage, growing preference among adults and seniors, cost-effectiveness in production, innovations in slow-release and targeted delivery formulations, availability through both online and offline retail channels and ease of consumption and dosing accuracy.

The personalized nutrition and supplements market is segmented by distribution channel into supermarkets or hypermarkets, specialty stores, retail pharmacies and online pharmacies and e-commerce sites. The online pharmacies and e-commerce market will be the largest segment of the personalized nutrition and supplements market segmented by distribution channel, accounting for 53% or \$12,151 million of the total in 2030. The online pharmacies and e-commerce market will be supported by the wide product assortment, convenience of one-stop shopping, increasing consumer trust in established retail brands, growing in-store promotions and sampling initiatives, accessibility in urban and semi-urban regions, expansion of private label supplements and integration with loyalty programs and health campaigns. Integration with loyalty programs and health campaigns encourages repeat engagement by rewarding consumers for consistent purchases, health tracking and goal achievement. These programs enable brands to collect preference and behavior data, which supports more tailored product recommendations. Health campaigns further build trust and awareness by aligning products with preventive care and wellness initiatives. Together, they strengthen long-term consumer relationships and personalization effectiveness.

The personalized nutrition and supplements market is segmented by end user into residential and commercial. The residential market will be the largest segment of the personalized nutrition and supplements market segmented by end user, accounting for 63% or \$14,527 million of the total in 2030. The residential market will be supported by rising consumer health awareness, growing adoption of preventive healthcare practices, availability of diverse product formats, digital platforms enabling personalized recommendations, integration of nutrition apps and tracking tools, rising disposable income for health and wellness products and increasing preference for home-based wellness solutions. Because consumers increasingly value convenience and control over their health, they adopt home-based wellness tools like at-home tests and direct delivery services, which support tailored recommendations and ongoing engagement while reducing the need for clinic visits or in-store purchases.

What is the expected CAGR for the Personalized Nutrition And Supplements Market leading up to 2030?

The expected CAGR for the personalized nutrition and supplements market leading up to 2030 is 12%.

What Will Be The Growth Driving Factors In The Global Personalized Nutrition And Supplements Market In The Forecast Period?

The rapid growth of the global personalized nutrition and supplements market leading up to 2030 will be driven by the following key factors that are expected to reshape health care,

consumer behavior, and supply chain dynamics worldwide.

Increasing Consumer Interest In Personalized Nutrition - The increasing consumer interest in personalized nutrition will become a key driver of growth in the personalized nutrition and supplements market by 2030. This rising interest is rooted in the desire for precision, convenience and measurable improvements in wellness outcomes. Personalized nutrition appeals to consumers who want dietary recommendations that reflect their unique genetics, digestion patterns, metabolism, lifestyle choices, allergen sensitivities and wellness goals. As awareness increases around the value of biomarker testing, wearables, health apps, consumers are becoming more receptive to nutrition solutions that adapt to their specific biological signatures. This shift in consumer mindset is reshaping the traditional supplement industry, driving demand for personalized supplement packs, tailored nutrient combinations, condition-focused formulations and customized dietary guidance. As a result, increasing consumer interest in personalized nutrition is anticipated to contributing to a 2.0% annual growth in the market.

Rise Of Chronic And Lifestyle Related Diseases - The rise of chronic and lifestyle related diseases will emerge as a major factor driving the expansion of the personalized nutrition and supplements market by 2030. Consumers are increasingly turning toward tailored dietary strategies and nutrient interventions that address their unique metabolic risks rather than relying on generalized dietary guidelines. As chronic diseases are strongly linked to long-term dietary habits, personalized nutrition provides a more targeted way to support disease prevention and symptom management by analyzing factors such as genetics, biomarkers, microbiome composition, inflammation levels, nutrient deficiencies and metabolic responses. This shift encourages individuals to adopt highly customized supplement regimens and nutrition plans that align with their specific health vulnerabilities, driving broader adoption of data-driven dietary personalization. Consequently, the rise of chronic and lifestyle related diseases is projected to contributing to a 1.5% annual growth in the market.

Growing Demand For Functional Foods And Fortified Supplements - The growing demand for functional foods and fortified supplements will serve as a key growth catalyst for the personalized nutrition and supplements market by 2030. This broader shift toward nutrient-enhanced products creates a strong foundation for personalized nutrition, as consumers become more comfortable with nutrition-forward choices and increasingly expect tailored benefits from the foods and supplements they consume. Personalized nutrition companies are leveraging this demand by formulating functional foods and supplements that can be customized according to individual nutrient gaps, health goals, or biological markers. This trend also aligns with the move toward natural, clean-label and bioactive-based formulations, further accelerating the shift toward personalized dietary strategies. Therefore, this growing demand for functional foods and fortified supplements is projected to supporting to a 1.2% annual growth in the market.

Growing Focus On Preventive Healthcare - The growing focus on preventive healthcare will become a significant driver contributing to the growth of the personalized nutrition and

supplements market by 2030. Personalized nutrition plays a critical role in preventive care because it allows individuals to identify nutritional imbalances, metabolic risks and potential health concerns before symptoms emerge. By offering customized nutrient protocols, personalized supplement formulations and tailored dietary recommendations, the market supports proactive management of wellness rather than reactive medical intervention. Healthcare systems facing rising costs of treating chronic diseases are increasingly integrating personalized nutrition into preventive health models to encourage healthier behaviors and reduce risk factors. Consequently, the growing focus on preventive healthcare is projected to contribute to a 0.8% annual growth in the market.

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

What Are The Key Growth Opportunities In The Personalized Nutrition And Supplements Market in 2030?

The most significant growth opportunities are anticipated in the online pharmacies and e-commerce site personalized nutrition and supplements market, the residential personalized nutrition and supplements market, the tablets or capsules personalized nutrition and supplements market, the dietary personalized nutrition and supplements market, and the vitamins personalized nutrition and supplements market. Collectively, these segments are projected to contribute over \$28 billion in market value by 2030, driven by rising consumer focus on preventive healthcare, growing adoption of personalized wellness solutions, and expanding digital distribution channels. This surge reflects the increasing integration of data-driven nutrition planning, subscription-based supplement models, and direct-to-consumer e-commerce platforms, fueling transformative growth within the broader personalized nutrition and supplements industry.

The personalized nutrition and supplements from online pharmacies and e-commerce site market is projected to grow by \$8,916 million, the residential personalized nutrition and supplements market by \$6,013 million, the personalized nutrition and supplements tablets or capsules market by \$5,526 million, the dietary personalized nutrition and supplements market by \$3,809 million, and the personalized nutrition and supplements vitamins market by \$3,440 million over the next five years from 2025 to 2030.

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