

# GLOBAL MARKET INTELLIGENCE.

Next Update  
Expected:  
July 2026

2026Q1 

Precision Health

**Reshaping** the Global Nutrition  
Market

Not a prediction. A perspective we track to help you navigate  
*what's next.*

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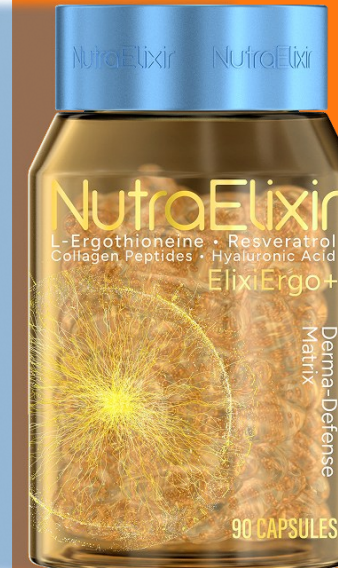
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Our flagship product is  
coming soon



# Executive Summary

**\$31.6 Billion by 2031**

Global precision nutrition market  
2025: \$14.85B → 2031: \$31.58B

| CAGR 13.4%

Personalized nutrition market  
2025: \$19.06B → 2030: \$40.56B

| CAGR 16.4%



The shift is real. One-size-fits-all is giving way to data-driven personalization.

How we can support you?

"As you move from 'supplement manufacturer' to 'precision health partner', we are here to serve you throughout — with market insights, formulation expertise, and end-to-end execution."



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# Market Overview

## Three Markets, One Trajectory: **Up**

**13.4% CAGR**  
\$14.85B  
→\$31.58B

Precision  
Nutrition (Target  
ed, data-driven)

**16.4% CAGR**  
\$19.06B →  
\$40.56B

Personalized  
Nutrition (Broad  
er category)

**8.5% CAGR**  
\$1.3B → \$2.3B  
Hyper-Personalized  
Supplements  
(Niche, high-end)

### Key metric:

42% of revenue now flows through DTC subscription models



How we can  
support you?

" Pick your segment. We'll  
help you explore how our  
capabilities can serve your  
goals.



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# Consumer Trends

## What's Changing

### \*Microbiome as new frontier

Gut health → immunity, metabolism, even mood  
Stool testing kits are moving mainstream

### \*AI-driven adaptation

Static reports are fading  
Real-time adjustments based on CGM, sleep, activity are emerging

### \*GLP-1 creates new category

Ozempic, Wegovy users need nutritional support  
Muscle preservation, nutrient density, appetite management



How we can support you?

" New therapeutics create new nutritional needs. We can help you explore formulations that address them.

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# Format = Gateway

## How They Want It

### Gummies

Growth Story  
+40% repurchase rates

Who's Buying  
Gen Z, experience-seekers

### Liquids/Drops

Growth Story  
Premiumization

Who's Buying  
Professionals, precision dosing

### Powders/Sticks

Growth Story  
16.54% CAGR

Who's Buying  
Active lifestyle, on-the-go

### Gummies

Growth Story  
Efficacy-driven

Who's Buying  
Seniors, chronic conditions



How we can support you?

Format isn't just packaging — it's part of the product experience. We offer expertise across all major formats to match your target audience.

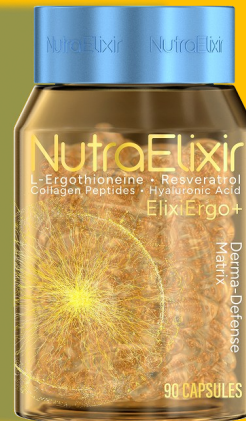


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# Regional Snapshot



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## Where the Opportunities Are

### \*North America: 38% share

US dominates.

Mature market. High digital health adoption.

### \*Europe: 26% share

Trust-driven.

Strict regulation = higher barrier = potential moat.

### \*Asia-Pacific: 16% CAGR

Fastest-growing.

Middle class expansion. Digital-first.



## How we can support you ?

Each market has its own dynamics. We help you navigate them — with regulatory support, market insights, and flexible execution.

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# Who's Buying

## Four Key Profiles

<p><b>30</b> <b>~45</b> <b>The Executive</b></p> <p><b>Needs</b> Stress, sleep, focus</p> <p><b>Preferred Formats</b> Liquid drops, functional shots</p>	<p><b>55</b> <b>+</b> <b>The Senior</b></p> <p><b>Needs</b> Chronic disease, prevention</p> <p><b>Preferred Formats</b> Capsules, science-backed formulas</p>
<p><b>18</b> <b>~28</b> <b>Gen Z</b></p> <p><b>Needs</b> Personalization, social sharing</p> <p><b>Preferred Formats</b> Gummies, aesthetic packaging</p>	<p><b>20</b> <b>~40</b> <b>The Athlete</b></p> <p><b>Needs</b> Recovery, performance</p> <p><b>Preferred Formats</b> Powders, sticks, portable formats</p>



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How we can support you? Choose your audience. We'll help you design formats and formulations that speak to their specific needs.



# The Data Advantage

## What's Proven

### Genetic testing-based solutions: 28% market share

Consumers show interest in DNA-driven recommendations

### Microbiome-based: Fastest-growing category

Gut health science is advancing

### Personalized supplements: 25% share

20–35% gross margins observed

### AI platforms: 24% market share

Scalable personalization is becoming possible



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How we can support you?

The science is maturing. Business models are being validated. We're here to help you explore how these trends apply to your brand.

# Compliance = Moat

## Compliance as Strategic Advantage

**FDA**  
**[US]**

/NDI notifications  
/GRAS reforms  
/2028 "healthy"  
definition updates

**EFSA**  
**[Europe]**

/Health claim  
applications (3–5 years)  
/Novel Food Regulation  
/GDPR compliance for  
health data



How we can  
support you?

Compliance isn't just a requirement — it's part of your product strategy. We help you navigate regulations so you can focus on your market.



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# The Opportunity Is Here



## Let's Explore What's Next for Your Brand

We can support you with:

\*Trend decoding → Formulation → **Format matching**

\*Packaging → Compliance → **Scale production**



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## This report draws data from the following authoritative sources:

### Market Research Firms

Fortune Business Insights 2026 · Mordor Intelligence 2026 · QYResearch 2026 · Research and Markets 2026 · GII 2026 · SPINS 2026 · Deep Market Insights 2026 · Business Research Insights 2026 · KBV Research 2026 · Statistics MRC 2026 · Mintel 2026

### Consumer Trend Agencies

Holland & Barrett 2026 · Mintel 2026 · SPINS 2026

### Government & International Organizations

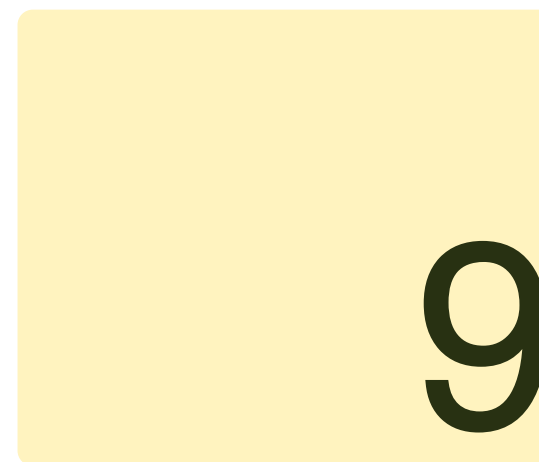
World Health Organization (WHO) · National Institutes of Health (NIH) · U.S. Food and Drug Administration (FDA) · European Food Safety Authority (EFSA)

### E-commerce Platform Data

JD.com 2026

### Industry Media

NutraIngredients 2026 · Bloomberg 2026



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