

## **Nutrigenomics Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

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### **Report description:**

The nutrigenomics market is expected to witness a CAGR of 15.5% during the forecast period.

The COVID-19 pandemic had a significant impact on the market. Following the pandemic, there was a greater awareness of nutrition habits, healthy foods, food allergies, and a preference for personalized health, creating opportunities for the nutrigenomic market. According to an article published in Frontiers in Nutrition Journal in July 2021, nutrition and metabolic diseases, such as obesity and diabetes, had a significant impact on public health, while lifestyle changes, metabolic issues, and immunological health all had a significant impact on the severity and prognosis of COVID-19. Thus, people considered the effects of lifestyle choices and the intake of clearly defined healthy diets throughout the pandemic. This increased the demand for nutrigenomics research during the pandemic. Therefore, owing to the factors mentioned above, the pandemic considerably impacted the market studied. Moreover, the market studied is expected to grow significantly over the next five years.

Factors such as the increasing awareness among the target population, the rising prevalence of obesity, and the growing trend of personalized diets among athletes are expected to fuel the growth of the market studied during the forecast period.

Nutrigenomics plays an important role in cancer research to understand the etiologic aspects of cancer, as various types of cancer are linked to dietary intake and can significantly influence cancer risk. Globally, there is an increasing cancer incidence, which is expected to fuel market growth. For instance, according to GCO data updated in March 2021, the number of new cancer cases is estimated to grow to 29.4 million by 2040. As proper diet and nutrition on an individual level may reduce the susceptibility to cancer, research on nutrition for cancer is increasing. Furthermore, nutrigenomics contributes to a better understanding of the genetic role in health and disease, as well as an improved therapeutic intervention to aid in disease diagnosis. Thus, the increasing importance of nutrition among the target population, as well as several benefits such as a focus on disease prevention

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and slowing the signs of aging, are expected to drive the nutrigenomics market. As a result, they contribute to overall market growth.

Furthermore, market players are adopting various strategies, such as product launches, collaborations, acquisitions, mergers, and expansions, to increase their market share. For instance, in August 2022, PureGenomics, a personalized genetic tool, was launched in the United Kingdom and Ireland. PureGenomics is a unique complementary nutrigenomics service that takes a personalized approach to nutrition and aims to give healthcare professionals straightforward, trustworthy, and useful genomic data. Such developments in the market are anticipated to drive market growth over the forecast period.

Therefore, owing to the aforesaid factors, the market studied is expected to grow over the forecast period. However, the lack of regulatory approvals in the field of nutrigenomics may hamper market growth.

## Nutrigenomics Market Trends

### Obesity Segment is Anticipated to Witness Growth Over the Forecast Period

The obesity segment is anticipated to witness growth over the analysis period, among the other applications. The influence of genes on weight and associated eating behaviors is a prominent field of research in nutrigenomics. Taking these genes into account while providing nutrition counseling can enhance weight loss by resulting in more intelligent food recommendations and more behavior change. Thus, with an increase in the obese population globally, the demand for nutrigenomics is increasing, which is expected to contribute to segment growth.

Metabolic syndrome (MetS) is associated with an increased risk of obesity, type 2 diabetes mellitus, and cardiovascular diseases. As per an article published in BMC in March 2021, the prevalence of metabolic syndrome globally ranges from 20 to 25% in the adult population and 0 to 19.2% in children, but it can reach almost 80% in type 2 diabetes patients. As MetS pose the potential risk of obesity, clinically advised nutrition intake is necessary for the target population. Hence, the high risk of the obese population is anticipated to drive the demand for nutrigenomics. As a result, driving the segment growth.

The development activities by the major players to develop and innovate products are key factors that are fueling segment growth. For instance, in September 2022, nutrigenomics and wellness firm Healeo Nutrition, known for reversing fatty liver through the client's genetic data, launched its DNA-Based Weight Loss and Management Program to tackle obesity and weight loss through genetics. Such product innovation and launches are expected to drive segment growth.

Therefore, owing to the aforementioned factors, the obesity segment is expected to witness growth over the forecast period.

### North America is Expected to Witness Significant Growth Over the Forecast Period

The market studied is growing in North America, and it is anticipated to continue its stronghold during the forecast period. Factors driving the North American nutrigenomics market are the introduction and development of direct-to-consumer nutrigenomics kits and an increase in the intake of specialized foods and diets. Furthermore, rising obesity rates, an aging population, rising healthcare costs, and the presence of well-established healthcare infrastructure all contribute to this trend.

The United States holds the largest share among the other countries in the region. Factors such as the increasing obese population coupled with a rising number of chronic disease patients are expected to drive the market studied in the country. Adults aged 45 to 54 years had the highest prevalence of obesity (39.3%) in 2021, according to the September 2022 CDC update, and all states and territories had more than 20% of adults with obesity in the United States in the same year. This burden of obesity among the target population in the country requires clinically advised diet plans for weight loss. Nutrigenomics research is

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gaining popularity in the country as it provides better weight loss plans to the target population.

Additionally, government organizations in the country are taking initiatives to support nutrigenomics research. For instance, in March 2022, the AHA issued a policy statement on nutritional support policies and recommendations for expanding and improving programs with a broad focus on food security. The purpose of food security priorities is to prevent chronic diet-related illnesses such as cardiovascular disease, diabetes, obesity, and cancer. Such initiatives are likely to create opportunities for nutrigenomics research. Thereby, it is expected to fuel market growth in the region.

Therefore, owing to the aforementioned factors, North America is expected to dominate the market studied over the forecast period.

### Nutrigenomics Market Competitor Analysis

The nutrigenomics market is fragmented and competitive. The market consists of several major players. The market players with more funds for product innovation and research have established their positions in the market. Several companies are shifting their focus to the development of tailor-made foods to match a particular gene profile, such as strengthening the weak immune system and decreasing the intake of cholesterol compounds. Thus, with increasing demand for food intake and the availability of funds, new companies are entering the market, increasing the threat of new entrants from moderate to high. Some of the players in this market are DSM, BASF SE, Danone, Genova Diagnostics, Cell-Logic, Metagenics Inc., and GeneSmart, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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