Nutrigenomics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-10-15 | 142 pages | IMARC Group

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Report description:

Market Overview:

The global nutrigenomics market size reached US$ 1,083 Million in 2022. Looking forward, IMARC Group expects the market to reach US$ 2,278 Million by 2028, exhibiting a growth rate (CAGR) of 12% during 2023-2028.

Nutrigenomics, also known as nutritional genomics, is a subset of medical science that analyzes the relationship between nutrition, health, and the human genome. It focuses on understanding the correlation between genes and diet and their effect on a person's health and the risk of developing diseases, such as cancer, cardiovascular diseases (CVDs), and obesity. Nutrigenomics helps detect factors of aging and disease predisposition and create personalized diet or nutrition plans depending on genotype. It also assists in understanding the toxicity and safety profile of macro- and micronutrients and preventing diet-associated diseases. Besides this, nutrigenomics testing is commonly done by taking samples of blood, buccal swabs, and saliva.

Nutrigenomics Market Trends:
The rising prevalence of obesity across the globe is creating a positive outlook for the market. Nutrigenomics helps understand the individual gene level, according to which a proper nutrition diet is given, further resulting in decreased obesity. Additionally, the growing consumer inclination toward health and fitness and the increasing demand for personalized nutrition products, especially among athletes and fitness enthusiasts, is favoring the market growth. Apart from this, key players are extensively investing in research and development (R&D) activities to introduce innovative medicine and potential cures using human genetics as a basis for discovery. They are also focusing on developing tailor-made food to match a particular gene profile, such as strengthening the weak immune system and decreasing the intake of cholesterol compounds, which, in turn, is facilitating the market growth. Moreover, the increasing incidences of nutritional deficiency disorders, such as lack of vitamins D and K, folate, iron anemia, hypocalcemia, osteomalacia, xerophthalmia, scurvy, pellagra, and rickets, are acting as another growth-inducing factor. Besides this, the rising health consciousness among the masses, increasing consumption of nutritious food to mitigate risks

of heart diseases, diabetes, and other chronic diseases, and growing awareness about the benefits of nutrigenomic testing are anticipated to drive the market growth.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the global nutrigenomics market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product, sample type, application and end user.

Breakup by Product:

Reagents and Kits
Services

Breakup by Sample Type:

Saliva
Buccal Swab
Blood
Others

Breakup by Application:

Cardiovascular Diseases
Obesity
Cancer Research
Others

Breakup by End User:

Dieticians
Sport Clinics
Corporate Programs
Others

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others

Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:
The competitive landscape of the industry has also been examined along with the profiles of the key players being BASF SE, Cell-Logic, Cura Integrative Medicine, Danone S.A, Fagron, Genova Diagnostics, Holistic Health International, Koninklijke DSM N.V., Metagenics Inc., Nutrigenomix Inc. and Xcode Life.

Key Questions Answered in This Report:
How has the global nutrigenomics market performed so far and how will it perform in the coming years?
What has been the impact of COVID-19 on the global nutrigenomics market?
What are the key regional markets?
What is the breakup of the market based on the product?
What is the breakup of the market based on the sample type?
What is the breakup of the market based on the application?
What is the breakup of the market based on the end user?
What are the various stages in the value chain of the industry?
What are the key driving factors and challenges in the industry?
What is the structure of the global nutrigenomics market and who are the key players?
What is the degree of competition in the industry?

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