

## **India Dietary Supplement Market Report and Forecast 2023-2031**

Market Report | 2023-07-22 | 120 pages | EMR Inc.

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### **Report description:**

India Dietary Supplement Market Report and Forecast 2023-2031

India Dietary Supplement Market Outlook:

The India dietary supplement market size was valued at USD 5.1 billion in 2022, driven by the increasing awareness of healthy lifestyle across India. The market size is anticipated to grow at a CAGR of 15.71% during the forecast period of 2023-2031 to achieve a value of USD 19.1 billion by 2031.

Dietary Supplement: Introduction

Dietary supplements are products intended to supplement the diet and provide essential nutrients, vitamins, minerals, or other beneficial substances. They come in various forms, including pills, capsules, powders, liquids, and gummies, and are designed to complement a healthy diet and lifestyle. The purpose of dietary supplements is to bridge nutritional gaps and support overall health and well-being. They are often taken to meet specific dietary needs, address nutritional deficiencies, enhance athletic performance, or support certain health conditions. The dietary supplements market is driven by factors such as growing awareness of the importance of nutrition, increasing focus on preventive healthcare, and the rising demand for natural and organic products. Consumers are seeking ways to optimize their health and are willing to invest in dietary supplements that offer potential benefits.

Key Trends in the India Dietary Supplement Market

Key trends in the India dietary supplements market include:

- ☐ Increasing consumer awareness and adoption: There is a growing awareness among Indian consumers about the importance of nutrition and maintaining a healthy lifestyle. This has led to an increased adoption of dietary supplements as a means to meet nutritional requirements and support overall health.
- ☐ Demand for natural and herbal products: There is a strong preference for natural and herbal dietary supplements in India. Consumers are seeking products that are derived from natural sources and free from synthetic ingredients or additives. This trend is driving the market towards offering more plant-based and Ayurvedic formulations.
- ☐ Personalized nutrition: The concept of personalized nutrition is gaining traction in India. Consumers are looking for customized dietary supplements that are tailored to their specific needs and health goals. This trend is driven by advancements in technology,

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such as DNA testing and health profiling, which allow for more targeted and personalized recommendations.

-□E-commerce and online sales: The rise of e-commerce platforms has significantly impacted the dietary supplements market in India. Online channels offer convenience, a wide range of product options, and easy access to information and reviews. As a result, more consumers are turning to online platforms to purchase their dietary supplements.

-□Regulatory changes and quality control: The Indian dietary supplements market has witnessed regulatory changes aimed at ensuring product safety and quality. This includes stricter labeling requirements, ingredient regulations, and mandatory quality control standards. These regulations are expected to improve consumer trust and drive the market towards safer and higher quality products.

## India Dietary Supplement Market Segmentations

### Market Breakup by Product Type

- Vitamin
- Combination Dietary Supplement
- Herbal Supplement
- Fish Oil and Omega Fatty Acid
- Protein
- Other

### Market Breakup by Doses Form

- Tablets
- Capsules
- Powder
- Liquids
- Soft Gels
- Others

### Market Breakup by Application

- Energy and Weight Management
- General Health
- Bone and Joint Health
- Immunity
- Others

### Market Breakup by Distribution Channel

- Pharmacies and Drug Stores
- Supermarkets and Hypermarkets
- Online
- Others

### Market Breakup by End User

- Infants
- Children
- Adults
- Pregnant Females
- Geriatric

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-□Others

#### Market Breakup by Region

- North
- West
- South
- East

#### India Dietary Supplement Market Scenario

The dietary supplements market in India has witnessed significant growth in recent years. With the increasing awareness of the importance of nutrition and wellness, consumers are seeking dietary supplements as a convenient and effective way to meet their nutritional needs. The market offers a wide range of products, including vitamins, minerals, herbal extracts, probiotics, and protein supplements.

The growing health consciousness among Indian consumers, coupled with the rising incidence of lifestyle diseases, has fuelled the demand for dietary supplements. Factors such as changing dietary habits, sedentary lifestyles, and increasing disposable incomes have contributed to the market's expansion.

The market is characterized by the presence of both domestic and international players, offering diverse product portfolios to cater to various health concerns and target consumer segments. Additionally, e-commerce platforms have emerged as a popular channel for the distribution of dietary supplements, providing consumers with easy access to a wide range of products and information.

Overall, the India dietary supplements market offers immense growth opportunities driven by changing consumer preferences, increasing health consciousness, and favorable market dynamics. With the right strategies and product innovations, companies can capitalize on the growing demand for dietary supplements in India.

#### India Dietary Supplement Market: Competitor Landscape

The key features of the market report include patent analysis, grants analysis, clinical trials analysis, funding and investment analysis, partnerships, and collaborations analysis by the leading key players. The major companies in the market are as follows:

- Dabur India Limited
- Herbalife International India Private Limited
- Amway India Enterprises Private Limited
- The Himalaya Drug Company
- Abbott India Limited
- Kraft Heinz India Private Limited
- Sun Pharmaceutical Industries Limited
- GlaxoSmithKline Consumer Healthcare Limited
- Danone Nutricia International Private Limited
- Patanjali Ayurved Limited

\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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