

India Food Fortification Premix Market Report and Forecast 2023-2028

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Report description:

India Food Fortification Premix Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the India food fortification premix market reached a volume of nearly 1345.35 metric tons in 2022. Aided by the growing need to address micronutrient deficiencies and the mounting demand for nutritious and fortified food products in the country, the market is projected to further grow at a CAGR of 20.6% between 2023 and 2028 to reach a volume of about 4139.24 metric tons by 2028.

Food fortification is a proven method of delivering vital nutrients across large populations, and premixes are essential blends of vitamins and minerals added to food products. The India food fortification premix market growth has observed a robust upswing due to the increased awareness of health and nutrition. The Indian subcontinent has been grappling with the dual challenge of malnutrition and micronutrient deficiencies, particularly among children and women. The fortification of staple foods, using premixes, offers an efficacious, scalable, and economical solution.

A myriad of food products in India, spanning from wheat flour, rice, oils to milk, are being fortified to enhance their nutritive profile. These products, being staples, ensure that a wider population reaps the benefits of fortification, hence narrowing the nutrient gap. These fortified staples are gradually becoming a pivotal part of the Indian diet, particularly in urban areas with increasing purchasing power and awareness of health benefits.

The escalating prevalence of lifestyle diseases, attributed in part to dietary deficiencies, has rendered consumers more health-conscious, leading to a steady India food fortification premix market demand. There's a burgeoning demand for foods not only rich in macronutrients but also fortified with essential vitamins and minerals. This trend is also fortified by the rising awareness campaigns by the government and other health organisations, accentuating the importance of fortified foods and the role of premixes.

Moreover, the application of food fortification premixes is not just limited to staple foods. The burgeoning food and beverage industry in India, with its expansive portfolio of processed foods, beverages, and dietary supplements, has also hopped on the fortification bandwagon. Realising the commercial and health potential, many brands are now promoting their products highlighting the 'fortified' aspect, making premixes an indispensable ingredient.

Furthermore, the backing of Indian regulatory bodies and international organisations like WHO and UNICEF has significantly

impacted the India food fortification premix market outlook. The Indian government, recognising the potential of fortified foods in addressing public health issues, has instituted regulations and guidelines, promoting the use of premixes. It has not only streamlined the process but also ensured that the fortified foods adhere to quality and safety standards.

Market Segmentation

The market can be divided based on type, form, application, and region.

Market Breakup by Type

- Vitamin Premix
- Mineral Premix
- Others

Market Breakup by Form

- Powder
- Liquid

Market Breakup by Application

- Sports Nutrition and Dietary Supplements
- Infant/Early Nutrition
- Processed Foods
- Beverages
- Food Staples
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the India food fortification premix market. Some of the major players explored in the report by Expert Market Research are as follows:

- DSM Nutritional Product India Pvt Ltd.
- Piramal Enterprises Ltd.
- P D Navkar Biochem Pvt Ltd.
- Pristine Organics Pvt. Ltd
- Fuerst Day Lawson (India) Pvt Ltd.
- Manisha Pharma-Plast Pvt Ltd.
- AQC Chem-Lab Pvt. Ltd.
- Hexagon Nutrition
- Global Calcium Pvt Ltd.
- Others

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