

Dietary Supplements in India

Market Direction | 2023-11-10 | 26 pages | Euromonitor

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Report description:

Dietary supplements has been experiencing significant growth in India, primarily owing to the growing challenge of maintaining a balanced diet in the face of increasingly hectic and sedentary lifestyles. As the pace of life accelerates and work demands surge, people often find it challenging to allocate time for preparing nutritious meals. As individuals struggle with increasingly hectic routines, cooking at home usually takes a backseat, giving way to the convenience of dining out at restaurant...

Euromonitor International's Dietary Supplements in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dietary Supplements market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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DIETARY SUPPLEMENTS IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers are bridging nutritional gaps with dietary supplements
General health-focused dietary supplements dominate
Brands are making efforts to expand their reach amongst younger consumers

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Wide total addressable market likely to benefit growth of the category
Promising future to attract fmcg companies to explore the space
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Self-medication/self-care and preventive medicine

Switches

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