

India Plant Based Nutraceuticals Market Report and Forecast 2024-2032

Market Report | 2023-12-08 | 198 pages | EMR Inc.

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Report description:

India Plant Based Nutraceuticals Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the India plant based nutraceuticals market is projected to grow at a CAGR of 15% between 2024 and 2032. Aided by the rising health-consciousness among consumers, a shift towards natural health supplements, the market is expected to grow significantly by 2032.

Plant-based nutraceuticals encompass a broad range of supplements derived from natural plant sources, intended to provide health benefits beyond basic nutrition. These products range from herbal extracts, vitamins, minerals to amino acids. With India's rich tradition in herbal medicine and an established Ayurvedic system, the country holds a unique position in the global nutraceutical landscape.

The impetus for the India plant based nutraceuticals market growth is largely driven by the increasing consumer shift towards natural and organic wellness products. As consumers become more educated about the potential adverse effects of synthetic supplements, there's a palpable preference for plant-derived, natural alternatives. This trend aligns with the country's cultural and historical leaning towards herbal treatments and natural remedies.

As per the India plant based nutraceuticals market analysis, the rising prevalence of lifestyle diseases in India, including diabetes, cardiovascular diseases, and obesity, has further catalysed the need for preventive healthcare measures. Plant-based nutraceuticals, with their antioxidants, anti-inflammatory, and therapeutic properties, are being sought after as effective supplements to maintain optimal health and to potentially mitigate the risks of these diseases.

The fitness and wellness sector in India has witnessed a significant upsurge in recent years which further propels the India plant based nutraceuticals market demand. As more Indians become fitness enthusiasts, there is a concurrent rise in the demand for dietary supplements to enhance physical performance, recover from injuries, and maintain overall health. Plant-based nutraceuticals fit the bill perfectly due to their perceived safety profile and natural origin.

From an industrial perspective, the innovative advancements in extraction and processing technologies have enabled manufacturers to provide a broader range of plant-based nutraceutical products with enhanced efficacy which further contributes to the India plant based nutraceuticals market size. Additionally, the Indian government's supportive stance, emphasising research and development in the Ayurveda sector, is acting as a catalyst for both domestic players and foreign investors.

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Market Segmentation

The market can be divided based on type, dietary supplements type, form, and age group.

Market Breakup by Type

- Functional Food and Beverage
- Dietary Supplements

Market Breakup by Dietary Supplements

- Vitamin Supplements
- Proteins Supplements
- Calcium and Minerals Supplements
- Enzymes and Fatty Acids Supplements
- Organ Detox Supplements
- Others

Market Breakup by Form

- Capsule
- Tablet
- Liquid
- Others

Market Breakup by Age Group

- Adults
- Kids

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 plant based nutraceuticals market. Some of the major players explored in the report by Expert Market Research are as follows:

- Zywie Ventures Private Limited. (Oziva)
- Organic India
- Satiya Nutraceuticals (Plix)
- Arbro Pharmaceuticals Private Limited
- Others

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