

## **Consumer Health in India**

Market Direction | 2025-01-20 | 103 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

### **Report description:**

In 2024, consumer health in India is projected to grow at a strong pace in retail current value terms, with nearly a double-digit increase, driven by evolving consumer priorities and lifestyle changes. Key factors contributing to growth include rising disposable incomes, urbanisation, and the increasing prevalence of dual-income households. With busier lifestyles, especially in urban settings, consumers are seeking convenient health solutions, driving demand for preventive health products and su...

Euromonitor International's Consumer Health 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 2020-2024, allowing you to identify the sectors driving growth. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Health 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Consumer Health in India  
Euromonitor International  
January 2025

List Of Contents And Tables

### **CONSUMER HEALTH IN INDIA**

#### **EXECUTIVE SUMMARY**

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### **MARKET INDICATORS**

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 2 Life Expectancy at Birth 2019-2024

#### **MARKET DATA**

Table 3 Sales of Consumer Health by Category: Value 2019-2024

Table 4 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 6 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 8 Distribution of Consumer Health by Format: % Value 2019-2024

Table 9 Distribution of Consumer Health by Format and Category: % Value 2024

Table 10 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 11 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

#### **APPENDIX**

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

#### **DISCLAIMER**

#### **DEFINITIONS**

#### **SOURCES**

Summary 1 Research Sources

### **ANALGESICS IN INDIA**

#### **KEY DATA FINDINGS**

#### **2024 DEVELOPMENTS**

Fast-acting pain relievers drive growth in analgesics in 2024

New formats revolutionise topical analgesics/anaesthetic in India

Sports personalities help expand the product range in analgesics

#### **PROSPECTS AND OPPORTUNITIES**

Rise in physical activity expected to boost sales of topical analgesics/anaesthetic in the forecast period

Brands will diversify to stay relevant in the forecast period

Convenient availability will drive growth in analgesics

#### **CATEGORY DATA**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 12 Sales of Analgesics by Category: Value 2019-2024

Table 13 Sales of Analgesics by Category: % Value Growth 2019-2024

Table 14 NBO Company Shares of Analgesics: % Value 2020-2024

Table 15 LBN Brand Shares of Analgesics: % Value 2021-2024

Table 16 Forecast Sales of Analgesics by Category: Value 2024-2029

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN INDIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate growth for cough, cold and allergy (hay fever) remedies, fuelled by preference for herbal/traditional products

Pollution and adverse climate conditions drive growth for decongestants

Vicks continues to lead cough, cold and allergy (hay fever) remedies in 2024

PROSPECTS AND OPPORTUNITIES

Increased consumer focus on preventive health to drive growth

Quality issues in cough remedies expected to impact consumer confidence

New formats and formulations to sustain growth

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

DIGESTIVE REMEDIES IN INDIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Heatwaves drive growth for diarrhoeal remedies in 2024

Indianised flavours and convenient formats fuel growth in digestive remedies

GSK leads digestive remedies with Eno, gaining traction from quick commerce

PROSPECTS AND OPPORTUNITIES

Sedentary lifestyles and unhealthy habits set to drive demand for digestive remedies

Competition from home remedies expected to persist in the forecast period

Holistic wellness solutions might limit the growth of digestive remedies

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2019-2024

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2019-2024

Table 26 NBO Company Shares of Digestive Remedies: % Value 2020-2024

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2021-2024

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2024-2029

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

DERMATOLOGICALS IN INDIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Solid value growth for dermatologicals, driven by topical germicidals/antiseptics and topical antifungals

Multipurpose products grow in popularity in 2024

Domestic companies maintain their strength in dermatologicals

PROSPECTS AND OPPORTUNITIES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Awareness of skin and hair health to drive growth in dermatologicals  
Topical antifungals set to grow in the forecast period, due to climate factors  
Nappy (diaper) treatments presents growth opportunities for new brands in the forecast period

#### CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2019-2024  
Table 31 Sales of Dermatologicals by Category: % Value Growth 2019-2024  
Table 32 NBO Company Shares of Dermatologicals: % Value 2020-2024  
Table 33 LBN Brand Shares of Dermatologicals: % Value 2021-2024  
Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2021-2024  
Table 35 Forecast Sales of Dermatologicals by Category: Value 2024-2029  
Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

#### NRT SMOKING CESSATION AIDS IN INDIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Rising consumer intent to quit smoking drives growth in NRT smoking cessation aids  
Diverse formats empower smokers with tailored cessation solutions, but gum dominates  
Nicotex leads with a diverse product range and wide accessibility

##### PROSPECTS AND OPPORTUNITIES

Integration of behavioural therapy with NRT smoking cessation aids set to be a key driver of growth  
Affordability challenges expected to limit growth in the forecast period  
Non-nicotine alternatives likely to intensify the competition for NRT smoking cessation aids

#### CATEGORY INDICATORS

Table 37 Number of Smokers by Gender 2019-2024

#### CATEGORY DATA

Table 38 Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024  
Table 39 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024  
Table 40 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2020-2024  
Table 41 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2021-2024  
Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2024-2029  
Table 43 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2024-2029

#### EYE CARE IN INDIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Eye care sees moderate value growth, but competition from prescription medications  
Pollution-driven demand for eye care observed in 2024  
Allergen India maintains its lead in eye care

##### PROSPECTS AND OPPORTUNITIES

Reliance on prescriptions may limit growth for eye care in the forecast period  
Rising digital penetration could boost opportunities for growth for eye care  
Eyewear might impact the growth of the category

#### CATEGORY DATA

Table 44 Sales of Eye Care by Category: Value 2019-2024  
Table 45 Sales of Eye Care by Category: % Value Growth 2019-2024  
Table 46 NBO Company Shares of Eye Care: % Value 2020-2024  
Table 47 LBN Brand Shares of Eye Care: % Value 2021-2024  
Table 48 Forecast Sales of Eye Care by Category: Value 2024-2029  
Table 49 Forecast Sales of Eye Care by Category: % Value Growth 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## WOUND CARE IN INDIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Wound care benefits from online bulk purchases in 2024

Expanding product options propel growth in wound care

Hansaplast by Beiersdorf maintains its lead in wound care in India

#### PROSPECTS AND OPPORTUNITIES

Price to remain a key driver in wound care purchases

Expanding focus on adults to broaden the consumer base in wound care

Potential of first aid kits remains untapped in India

#### CATEGORY DATA

Table 50 Sales of Wound Care by Category: Value 2019-2024

Table 51 Sales of Wound Care by Category: % Value Growth 2019-2024

Table 52 NBO Company Shares of Wound Care: % Value 2020-2024

Table 53 LBN Brand Shares of Wound Care: % Value 2021-2024

Table 54 Forecast Sales of Wound Care by Category: Value 2024-2029

Table 55 Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

## VITAMINS IN INDIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Growth for single vitamins outpaces that of multivitamins, due to higher awareness and targeted approaches

Multivitamins cater to diverse age groups and nutritional needs

Competition intensifies in vitamins in India in 2024

#### PROSPECTS AND OPPORTUNITIES

Vitamins B and D set to continue to lead single vitamins in the forecast period

Emerging formats will continue attracting consumers in vitamins

Online channels to drive growth for vitamins in the forecast period

#### CATEGORY DATA

Table 56 Sales of Vitamins by Category: Value 2019-2024

Table 57 Sales of Vitamins by Category: % Value Growth 2019-2024

Table 58 Sales of Multivitamins by Positioning: % Value 2019-2024

Table 59 NBO Company Shares of Vitamins: % Value 2020-2024

Table 60 LBN Brand Shares of Vitamins: % Value 2021-2024

Table 61 Forecast Sales of Vitamins by Category: Value 2024-2029

Table 62 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

## DIETARY SUPPLEMENTS IN INDIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Dietary supplements observes double-digit value growth in 2024

Wellness-associated products gain traction in dietary supplements, with a focus on holistic wellness

Brand collaborations and celebrity endorsements boost engagement and visibility in dietary supplements

#### PROSPECTS AND OPPORTUNITIES

Changing consumer attitudes towards health and wellness to drive demand for dietary supplements

Synergy between beauty and wellness set to boost sales of skin and hair health supplements

Growth potential for dietary supplements for women, driven by hormone awareness

#### CATEGORY DATA

Table 63 Sales of Dietary Supplements by Category: Value 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 64 Sales of Dietary Supplements by Category: % Value Growth 2019-2024

Table 65 Sales of Dietary Supplements by Positioning: % Value 2019-2024

Table 66 NBO Company Shares of Dietary Supplements: % Value 2020-2024

Table 67 LBN Brand Shares of Dietary Supplements: % Value 2021-2024

Table 68 Forecast Sales of Dietary Supplements by Category: Value 2024-2029

Table 69 Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

## WEIGHT MANAGEMENT AND WELLBEING IN INDIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising obesity and urban lifestyles drive demand for weight management and wellbeing in India

Growing demand for wellness-oriented weight loss supplements in 2024

Herbalife's strategic partnerships and promotions solidify its leadership in India

### PROSPECTS AND OPPORTUNITIES

Pharmaceutical companies poised to change the dynamic of weight management and wellbeing in India

Cross-industry collaborations to bridge fitness and nutrition in the coming years

Innovative products set to diversify weight management and wellbeing

### CATEGORY DATA

Table 70 Sales of Weight Management and Wellbeing by Category: Value 2019-2024

Table 71 Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024

Table 72 NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024

Table 73 LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024

Table 74 Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029

Table 75 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

## SPORTS NUTRITION IN INDIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sports nutrition achieves high double-digit growth in 2024

Online platforms and digital media drive accessibility and awareness in sports nutrition

Functional food brands increase the competition in sports nutrition in 2024

### PROSPECTS AND OPPORTUNITIES

Quality-focused brands to benefit as the FSSAI tightens regulations on protein supplements

ICMR guidelines on protein supplements pose challenges for sports nutrition in the coming years

Plant-based protein set to rise in the forecast period

### CATEGORY DATA

Table 76 Sales of Sports Nutrition by Category: Value 2019-2024

Table 77 Sales of Sports Nutrition by Category: % Value Growth 2019-2024

Table 78 NBO Company Shares of Sports Nutrition: % Value 2020-2024

Table 79 LBN Brand Shares of Sports Nutrition: % Value 2021-2024

Table 80 Forecast Sales of Sports Nutrition by Category: Value 2024-2029

Table 81 Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

## HERBAL/TRADITIONAL PRODUCTS IN INDIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Double-digit growth for herbal/traditional dietary supplements, driven by wellness trend

Ingredient transparency drives consumer trust in herbal/traditional products in 2024

Dabur continues to lead herbal/traditional products, closely followed by Emami

### PROSPECTS AND OPPORTUNITIES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Traditional Ayurveda knowledge, and familiarity with natural ingredients to drive growth  
Home remedies to challenge growth of herbal/traditional cough, cold and allergy remedies  
Influx of fmcg and nutraceutical brands to boost growth in herbal/traditional products

#### CATEGORY DATA

Table 82 Sales of Herbal/Traditional Products by Category: Value 2019-2024

Table 83 Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024

Table 84 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024

Table 85 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024

Table 86 Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029

Table 87 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

#### PAEDIATRIC CONSUMER HEALTH IN INDIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Growth in paediatric consumer health driven by parental concerns and nutritional needs

Innovative formats of paediatric vitamins and dietary supplements to appeal to children

Flagship brands are entering paediatric consumer health

##### PROSPECTS AND OPPORTUNITIES

Paediatric consumer health is expected to flourish along with growing parental investment in children's health

Growth set to be driven by natural claims and safety perceptions

Urban-centric nature of paediatric consumer health may prevent broader growth

#### CATEGORY DATA

Table 88 Sales of Paediatric Consumer Health by Category: Value 2019-2024

Table 89 Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Paediatric Consumer Health: % Value 2020-2024

Table 91 LBN Brand Shares of Paediatric Consumer Health: % Value 2021-2024

Table 92 Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029

Table 93 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

## Consumer Health in India

Market Direction | 2025-01-20 | 103 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-11"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com