

## **India Dietary Supplement Market Report and Forecast 2025-2034**

Market Report | 2025-07-29 | 200 pages | EMR Inc.

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### **Report description:**

The India dietary supplement market size was valued at USD 5.91 Billion in 2024, driven by the increasing awareness about the importance of healthy lifestyle across India. The market is anticipated to grow at a CAGR of 15.82% during the forecast period of 2025-2034 to achieve a value of USD 25.67 Billion by 2034.

#### Dietary Supplement: Introduction

Dietary supplements are supplements provide nutrients that are comparatively less or are deficit in an individual's body. These supplements come in various forms with different forms of administrations. Dietary supplements could be used to enhance and strengthen the inner strength, along with providing significant health benefits.

#### India Dietary Supplement Market Analysis

The demand for dietary supplements in India is primarily driven by the rising awareness about the importance of maintaining health and fitness. People's diets nowadays do not suffice the nutritional requirement of the human body and thus these supplements have become a necessity. With the fast and hectic lifestyles, people are increasingly inclining towards these supplements to maintain their health, leading to the India dietary supplement market growth.

The growth of the market is also being driven by the rising prevalence of lifestyle disorders, which is propelling more people to take care of their health. Dietary supplements have now become an essential part of people's lives. Apart from this, the rising prevalence of hair loss is significantly aiding the demand for dietary supplements. More key players in the regions are coming up with innovative products type, like tablets, powder, mints, drinks, and energy bars, among others. These products are extremely beneficial if used judiciously.

High and easy availability of the product, along with its affordability directly contributes to the India dietary supplement market expansion. The development of the market in the region is also driven by the rising key players across the country. With more

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people opting for dietary supplements, the competition among the key players is becoming intense, leading to more product launches in the market.

## India Dietary Supplement Market Segmentations

The EMR's report titled "India Dietary Supplement Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

### 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

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- Geriatric
- Others

#### Market Breakup by Region

- North
- West
- South
- East

#### India Dietary Supplement Market Overview

The increasing prevalence of lifestyle diseases, such as obesity and cardiovascular diseases, are increasing the consumption of dietary supplements in the Indian market. Additionally, the increasing disposable incomes is directly contributing to the India dietary supplement market development. High availability of the dietary supplements in India, whether it is offline or online distribution channel, is also acting as a major driver for the market.

#### 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

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