

Nutraceuticals Market in India 2012

Nutraceuticals Market in India 2012

Netscribes (India) Pvt. Ltd.

Date: March 6, 2012

Pages: 83

Price: US\$ 795.00

ID: NE35609404EEN

The healthcare industry in India is showing great progress. There has been considerable increase in spending on healthcare backed by the growing purchasing power of individuals. Moreover, with a lot of importance being given to preventive medication, the nutraceuticals market in India is set to flourish. It is one of the booming markets in India. Predominantly vitamins and minerals derived from oral pills were used for curing certain diseases and ailments. People today are becoming more prone to consume immunity enhancing food supplements and wellness related products. This is promoting the growth of the industry with players diversifying into production of various new varieties of products. Further assistance from the government and increasing demand from consumers will fuel growth in this market.

The report begins with an introduction to the Indian nutraceuticals market and its classification on the basis of the ingredients and benefits incurred from them. This is followed by the market overview section which provides the market size and growth as well as the market share of the various segments in the market, namely, functional foods, dietary supplements and functional beverages. A detailed description of each segment in the market along with the dominant products in the particular category has also been provided. Focusing on one of the major sub-segments, an overview of the probiotic market in India has been included. This segment has been highlighted owing to the fact that it is one of the most promising categories under the nutraceutical market and has huge growth potential in the near future with growing interests of players. The genesis of probiotics has been highlighted showing the types dominant in India and the key therapeutic benefits derived from them. This section also contains information regarding the market size and growth of probiotics in functional foods in India as well as the key segments and the active players in this space.

This is followed by an analysis of the drivers leading to growth in the market. This includes increasing shift towards preventive therapies, increasing disposable income, increase in healthcare spending, increasing shift towards self-medication, changing demographics, growth in pharmacy and wellness related retail chains and favorable pricing environment. The key challenges to the market include lack of standardization, marketing and distribution challenges, high pricing and lack of awareness. Several trends have also been identified in the market and this has been provided in the next section. The key trends include fortified foods, ayurvedic nutraceuticals, foreign tie-ups, players educating consumers, encapsulation, and cosmeceuticals and nanoceuticals. A section on government regulations in the industry has also been included. It discusses the Food Safety and Standards Act 2006 that regulates the industry.

The competition section provides an overview of the competitive landscape in the industry and includes a detailed profile of the major players in the market. The Porter's Five Forces analysis for the cath lab market is provided in this section. A summary of the major public players operating in the market has also been provided in the form of a bubble chart. A bubble chart has also been provided for the major private players. It also includes the list of products and services, key people, financial snapshot, key ratios and key recent developments for the major players.

The various financial transactions as well as the key recent development that have taken place in the market have been also been provided in the subsequent sections. A section providing strategic recommendations has been added at the end of the report which gives effective solutions to existing and potential players for improving market share and increasing their profitability.

Table of Content

Page 1: Executive Summary

INTRODUCTION

Page 2: Definition of Nutraceuticals and their Classifications

MARKET OVERVIEW

Page 3: Nutraceuticals – Overview, Market Size and Growth (Value-Wise; 2010 – 2015e), Market Segmentation (2011)

Page 4: Dietary Supplements – Overview and Key Products

Page 5: Functional Foods – Overview and Key Products

Page 6: Functional Beverages – Overview and Key Products

PROBIOTIC MARKET

Page 7: Genesis of Probiotics

Page 8: Therapeutic Benefits of Probiotics

Page 9: Probiotics in Functional Foods – Overview, Market Size and Growth (Value-Wise; 2010 – 2015e), Market Segmentation (2011)

Page 10: Major Pharmaceutical Companies Active in the Probiotics Market

DRIVERS & CHALLENGES

Page 11: Summary

Page 12-17: Drivers

Page 18-20: Challenges

TRENDS

Page 21: Summary

Page 22-27: Key Trends

GOVERNMENT REGULATIONS

Page 28: Genesis of Food Safety and Standards Act, 2006

Page 29: Food Safety and Standards Act, 2006 – Objectives, Key Features and Implications

COMPETITION

Page 30: Market Competition – Porter's Five Forces Analysis

Page 31: Major Public Companies – Summary

Page 32-58: Major Public Players

Dabur India Ltd.

Dr. Reddy's Laboratories Ltd.

Lupin Ltd.

Piramal Healthcare Ltd.

Ranbaxy Laboratories Ltd.

Wockhardt Ltd.

Abbott India Ltd.

GlaxoSmithKline Consumer Healthcare Ltd.

Pfizer Ltd.

Page 59: Major Private Companies – Summary

Page 60-79: Major Private Companies

Avesthagen Ltd.

Guardian Lifecare Pvt. Ltd.
Reliance Wellness Ltd.
The Himalaya Drug Company
USV Ltd.
Amway India Enterprises Pvt. Ltd.
Herbalife International India Pvt. Ltd.

FINANCIAL TRANSACTIONS

Page 80: Financial Transactions in the Last 5 Years

KEY DEVELOPMENTS

Page 81: Recent Developments

STRATEGIC RECOMMENDATIONS

Page 82: Key recommendations

APPENDIX

Page 83: Appendix

LIST OF CHARTS & FIGURES

Market Overview

1. Nutraceuticals – Market Size & Growth (Value-Wise, 2010 – 2015e)
2. Nutraceuticals – Market Segmentation (2011)
3. Vitamins and Minerals – Market Size & Growth (Value-Wise, 2010 – 2015e)

Probiotic Market

4. Probiotics in Functional Foods – Market Size & Growth (Value-Wise, 2010 – 2015e)
5. Probiotics in Functional Foods – Market Segmentation (2011)

Drivers and Challenges

6. Chronic Diseases in India
7. Per Household Annual Income
8. Aggregate Annual Disposable Income
9. Healthcare Spending
10. Composition of Healthcare Spending
11. Population Above 60 Years in India
12. Pharma Retail Growth

Competition

13. Major Public Companies – Summary (Bubble Chart)
14. Major Private Companies – Summary (Bubble Chart)
15. Financial Snapshot (All companies except The Himalaya Drug Company)
16. Key Business Segments (only Public Companies)
17. Key Geographic Segments (only Public Companies)

LIST OF TABLES

Market Overview

1. Dietary Supplements – Key Products and Examples
2. Functional Foods – Key Products and Examples
3. Functional Beverages – Key Products and Examples

Probiotic Market

4. Therapeutic Benefits of Probiotics

5. Major Pharmaceutical Companies Active in the Probiotics Market

Trends

6. Foreign Tie-Ups

7. Examples of Players Educating Consumers

Competition

8. Company profiles (All companies)

a. Company information

b. Products and services

c. Key people

d. Key Financial Performance Indicators

e. Key Ratios

f. Key Recent Developments

Appendix

9. Ratio Calculations

I would like to order:

Product name: Nutraceuticals Market in India 2012
Product link: <http://marketpublishers.com/r/NE35609404EEN.html>
Product ID: NE35609404EEN
Price: US\$ 795.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <http://marketpublishers.com/r/NE35609404EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
E-mail:
Company:
Address:
City:
Zip/Post Code:
Country:
Tel:
Fax:
Your message:

* All fields are required

Customer Signature _____

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at http://marketpublishers.com/docs/terms_conditions.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**

