

India Wellness Industry Outlook 2016 - Robust Growth in Alternative Therapy and Nutraceuticals Market

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Abstracts

The report titled “India Wellness Industry Outlook 2016 – Robust Growth in Alternative Therapy and Nutraceuticals Market” provides a comprehensive analysis of the various aspects such as market size segmentation of fitness and slimming products and services market, Health Spa, alternate therapy and salon market, cosmetics products market and nutraceuticals market in India. The report also covers the revenue generated by the wellness industry as well the market prospects and future opportunities.

The wellness industry in India in 2011 grew by 16.9% generally driven by the urban population majorly within the age group of 25-49 years, especially the working professionals. The market in India is much prominent in the tier-1 cities such as Mumbai, Delhi NCR, Bengaluru, Hyderabad, Kolkata and several others. Major fitness and slimming chains and beauty salons and spa centers have been observed to expand to tier-2 cities such as Pune, Dehradun, Nasik and Baroda. The wellness industry in the India in the near future showcases good prospects and is anticipating the inflow of several foreign wellness chains in the form of franchisees with the long term partnerships or alliances with wellness marketing institutions present in India

The fitness and slimming market in India has witnessed a remarkable transformation over the years probably due to the change in the lifestyle of the urban middle class population of the society. The fitness and slimming services market during the period 2006-2011 has grown at a CAGR of 19.7%. The fitness and slimming products market contributed around ~% of the fitness and slimming market in India in the year 2011. The market is expected to witness the inflow of several foreign health club chains in the near future possibly in the urban areas such as Mumbai, Pune, Delhi NCR, Kolkata, Bangalore, Hyderabad and several other potential markets across India which are

flooded with affluent working population who lead a stressful work life. In 2011, VLCC operated 160 slimming, beauty & fitness centers in India of which 40 are franchise centers.

The spa, alternative therapy and salon market has grown at a CAGR of 16.4% during the period 2006-2011, of which the salon segment of the market contributed majorly. The market in the year 2011 has increased by ~% to USD ~ million as compared to USD ~ million in 2010. The day spa segment contributed around ~% of the total spa market revenue in the year 2011. The hotel spa is the second largest spa market segment in India which accounted for ~% of the market in 2011. The alternative therapy market in 2011 was valued at USD 2,210.0 million which has grown by 13% as compared to USD ~ million in 2010. The growing demand for ayurvedic medicines and related therapy contributed around 70% of the overall alternate therapy market in 2011. The salon market is expected to grow at a CAGR of 22.9% in the next 5 years and record revenue of USD ~ million in 2016.

In 2011, the cosmetic products sales increased by 14.4% to USD ~ million as compared to USD ~ million in 2010. The hair care products segment accounted for around ~% of the total sales of the cosmetic products in India in 2011. Men grooming segment is the third largest product segment in the cosmetic products market with a contribution of 18.9% in 2011. In 2011, the sales revenue of the men grooming products category had increased by 9.5% to USD ~ million as compared to USD 394.2 million in 2010. Overall, the cosmetic products market is expected to grow at a CAGR of ~% during the next 5 years to record revenue of USD ~ million in 2016.

The Nutraceuticals market in 2011 had increased by 16.3% to USD ~ million as compared to USD ~ million in 2010. The urban consumers contributed 67% of the vitamin and dietary supplement market, whereas ~% of the vitamin and dietary supplement market is attributed to rural consumers. The functional food segment is the second largest category in the nutraceuticals market in India which accounted for ~% of the market in 2011. The nutraceuticals market in India in 2011 was around USD ~ million as is expected to be USD 3,216.6 million by 2016.

Key Topics Covered in the Report:

The market size of India Wellness Industry.

The market size of the Fitness and slimming products and services, Spa, alternate therapy (AYUSH) and salon, cosmetic products and nutraceuticals

market.

Market segmentation of India wellness industry by services and products and by type of wellness on the basis of revenue

Market Segmentation of the fitness and slimming market by fitness and slimming services and products

Market Segmentation of Spa market by Day spa, Hotel or resort spa and others

Market Segmentation of Alternate Therapy Market by Ayurveda, Yoga, Unani, Siddha and Homeopathy Therapy

Market Segmentation of Cosmetics Products Market in India by Skin care, Hair care, Colour cosmetics, Men grooming products and Perfumes and deodorants

Trends and Development of the India wellness Industry.

Competitive landscape of the major companies in the Health and slimming services and products market, spa, salon, ayurveda market and nutraceuticals market in India.

Future outlook and projections of India wellness industry; Fitness and slimming products and services, Health Spa, salon and alternate therapy (AYUSH), cosmetic products and nutraceuticals market on the basis of revenue.

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