

# India Health Foods Market: Trends & Opportunities (2012-2017)

<https://marketpublishers.com/r/I3C071770ADEN.html>

Date: November 2012

Pages: 63

Price: US\$ 800.00 (Single User License)

ID: I3C071770ADEN

## Abstracts

The rising level of awareness regarding the suitability, availability and benefits of using health food products has helped the market grow manifold over these years. The United States remains to be the largest consumer of health & wellness market globally. The rise in chronic diseases around the globe along with changes in lifestyle of global population are forcing the population to mend the eating and living habits. General wellbeing products including organic food items topped the preference chart of consumers around the globe.

Over the years, the consumer has become even more economical with regard to money and food, but the health & wellness industry has grown significantly over the past few years. The health & wellness quotient remains on top in the list of priorities of many consumers worldwide. Various factors have been responsible for a continuous growth in the health & wellness market for the past few years such as rising obesity levels, increasing diabetes outbreak, etc. In 2011, natural food items attracted maximum number of sales in the global health food market. The growing popularity of organic foods is expected to drive changes in the market share holding pattern in the years to come.

The health & wellness market of India has been growing at healthy growth rates for past few years. The growing awareness for healthier lifestyle is the major reason behind the same. The health food and beverages market in India is witnessing double digit year-on-year growth for quite a few years now, as a result of changing lifestyle, improving disposable income, growing health awareness, etc. Malted food products, baby food products, and cooking oils are the top three preferred products in the health foods and beverages market of India. Other popular health food segments in the country are energy drinks, chyawanprash, fruit juices, butter alternatives, digestive biscuits, health

drinks etc.

The health trends are continuously changing in the country where the citizens are becoming proactive instead of reactive. This proactive nature is changing the consumption pattern in the country. The population is moving towards healthier options of consumption and thus the demand for health foods & beverages is continuously rising in the country. The level of awareness about the health foods & beverages is limited to the urban areas of the country. The rural population of the country has limited knowledge about health foods & beverages, including concerns such as importance, availability and requirement. Such factors are proving to be a hindrance in the growth of health foods & beverages market of India.

The report analyzes the global market for health foods & beverages and also discusses some of the major regional markets. The report presents the key trends, growth drivers and major issues and challenges being faced in the Indian health foods and beverages industry. It also profiles major players and assesses their strategies for growth.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. GLOBAL HEALTH & WELLNESS MARKET ANALYSIS**

- 2.1. Market Size
- 2.2. Market Share

### **3. INDIA HEALTH & WELLNESS MARKET ANALYSIS**

- 3.1. Market Size
  - 3.1.1. Segment Analysis
  - 3.1.2. Sub-Segment Analysis
- 3.2. Market Share
  - 3.2.1. Segment Analysis
  - 3.2.2. Sub-Segment Analysis

### **4. INDIA HEALTH FOODS & BEVERAGES MARKET-PEST ANALYSIS**

### **5. INDIA HEALTH FOODS & BEVERAGES MARKET CHANGES**

- 5.1. Drivers
- 5.2. Challenges

### **6. INDIA HEALTH FOODS MARKET TRENDS**

- 6.1. Organic Foods Biggest Competitor in Health Food Market
- 6.2. Health & Convenience Catchphrases Driving the Food Industry
- 6.3. Using Diet to Improve Health Conditions

### **7. COMPETITORS ANALYSIS**

- 7.1. Porter's Five Forces Analysis
- 7.2. Company Profiles
  - 7.2.1. Dabur India Ltd.
  - 7.2.2. Emami Limited
  - 7.2.3. Marico
  - 7.2.4. Agro Tech Foods Ltd.

7.2.5. Nestlé India Limited

7.2.6. GlaxoSmithKline Pharmaceuticals Limited

7.2.7. H. J. Heinz Company

## **8. RECOMMENDATIONS**

## **9. ABOUT US**

## **10. DISCLAIMER**

## List Of Figures

### LIST OF FIGURES:

Figure 1: Global Health & Wellness Market Size, By Value, 2006-11 (US\$ Billion)

Figure 2: Global Health & Wellness Market Size Forecast, By Value, 2012-17 (US\$ Billion)

Figure 3: Global Health Foods Market Share, By Value, 2011

Figure 4: Global Health Foods Market Share Forecast, By Value, 2017

Figure 5: India Health & Wellness Market Size, By Value, 2006-11 (US\$ Billion)

Figure 6: India Health & Wellness Market Size Forecast, By Value, 2012-17 (US\$ Billion)

Figure 7: India Health Food Market Size, By Value, 2006-11 (US\$ Billion)

Figure 8: India Health Food Market Size Forecast, By Value, 2012-17 (US\$ Billion)

Figure 9: India Health Beverages Market Size, By Value, 2006-11 (US\$ Billion)

Figure 10: India Health Beverages Market Size Forecast, By Value, 2012-17 (US\$ Billion)

Figure 11: India Malted Health Foods Market Size, By Value, 2006-11 (US\$ Billion)

Figure 12: India Malted Health Foods Market Size Forecast, By Value, 2012-17 (US\$ Billion)

Figure 13: India Baby Foods Market Size, By Value, 2006-11 (US\$ Billion)

Figure 14: India Baby Foods Market Size Forecast, By Value, 2012-17 (US\$ Billion)

Figure 15: India Healthy Cooking Oils Market Size, By Value, 2006-11 (US\$ Billion)

Figure 16: India Healthy Cooking Oils Market Size Forecast, By Value, 2012-17 (US\$ Billion)

Figure 17: India Energy Drinks Market Size, By Value, 2006-11 (US\$ Billion)

Figure 18: India Energy Drinks Market Size Forecast, By Value, 2012-17 (US\$ Billion)

Figure 19: India Chyawanprash Market Size, By Value, 2006-11 (US\$ Billion)

Figure 20: India Chyawanprash Market Size Forecast, By Value, 2012-17 (US\$ Billion)

Figure 21: India Health Foods & Beverages Market Share, By Value, 2011

Figure 22: India Health Foods & Beverages Market Share Forecast, By Value, 2017

Figure 23: India Health Foods & Beverages Market Share, By Sub-Segments, By Value, 2011

Figure 24: India Health Foods & Beverages Market Share Forecast, By Sub-Segments, By Value, 2017

Figure 25: Gross Domestic Product of India, 2002-11 (US\$ Billion)

Figure 26: Gross Domestic Product per Capita/Purchasing Power Parity of India, 2002-11 (US\$)

Figure 27: Population of India, 1951-2011 (Millions)

Figure 28: Middle Class Population and Households in India, 2010 and 2015

Figure 29: Urban Population Growth Rate in India, 2002-10

Figure 30: Number of Diabetic Patients in India, 1995-2025

Figure 31: Leading Nutritional Ingredient Trends

Figure 32: Porter's Five Forces Analysis

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