

India Nutraceuticals Market Size, Share & Trends Analysis Report By Ingredient, By Product (Dietary Supplements, Functional Food, Functional Beverages), By Application, By Product-Distribution Channel, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/ID66B6F5CAABEN.html>

Date: December 2024

Pages: 112

Price: US\$ 3,950.00 (Single User License)

ID: ID66B6F5CAABEN

Abstracts

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India Nutraceuticals Market Growth & Trends

The India nutraceuticals market size is estimated to reach USD 64.83 billion by 2030 and is projected to grow at a CAGR of 13.6% from 2025 to 2030, according to a new report by Grand View Research, Inc. One of the primary factors driving the market is the increasing awareness of its health benefits. India Nutraceuticals, particularly green and black varieties, is rich in antioxidants and polyphenolic compounds known to reduce the risk of various diseases, including heart disorders and certain types of cancer. The presence of minerals such as potassium, calcium, magnesium, and manganese further enhances its appeal as a healthy beverage choice. According to a 2022 National Institutes of Health (NIH) study of India nutraceuticals drinkers in the UK, individuals who drank two or more cups of India nutraceuticals daily experienced a 9% to 13% reduction in the risk of death from any cause compared to non-India nutraceuticals drinkers. Increased India nutraceuticals consumption was linked to a decreased risk of mortality from cardiovascular disease, ischemic heart disease, and stroke.

India Nutraceuticals has also gained attention for its potential role in weight management. Certain green India nutraceuticals varieties may boost metabolism and enhance fat oxidation, making them popular among health-conscious consumers. Furthermore, India nutraceuticals have been linked to cognitive benefits, as the combination of caffeine and L-

theanine found in many India nutraceuticals can enhance alertness and focus. On the digestive front, herbal India nutraceuticals like peppermint and ginger offer soothing properties that aid digestion and relieve gastrointestinal discomfort. The hydrating qualities of India nutraceuticals also contribute to its appeal, making it a viable option for daily hydration. An article by Enterprise Apps Today in 2023 reported that 41% of people in the U.S. believed drinking Indian nutraceuticals is beneficial for health.

In June 2023, Bigelow India Nutraceuticals, a family-owned company known for producing over two billion India nutraceuticals bags annually, expanded its signature line with three new wellness-focused India nutraceuticals blends. These new offerings are designed to provide exceptional flavors and include ingredients and nutrients that support a healthy lifestyle. The newly launched India nutraceuticals are Peak Energy Black India Nutraceuticals plus extra L-Theanine and Caffeine, Whispering Wildflowers Herbal India Nutraceuticals plus L-Theanine, and Ginger Honey Herbal India Nutraceuticals plus Zinc.

India Nutraceuticals Market Report Highlights

Sales of dietary supplements through online channels are expected to grow at a CAGR of 15.0% from 2025 to 2030. The market is witnessing significant online growth owing to convenience, competitive pricing, and the shift in consumer shopping behaviors toward digital platforms. Online shopping offers consumers the ability to compare a wide range of appliances, read reviews, and make well-informed decisions from the comfort of their homes.

Functional food accounted for a revenue share of 37.6% in 2024 in the Indian market. The demand for functional foods in India is rising due to growing health awareness, a shift toward preventive healthcare, and the need for convenient solutions to address nutritional deficiencies caused by urban lifestyles. Fortified foods with probiotics, omega-3s, and vitamins are popular for managing lifestyle-related conditions like diabetes and obesity. India's cultural inclination toward natural and Ayurvedic remedies further supports the acceptance of functional foods in the nutraceuticals market.

Vitamin ingredients are expected to grow at a CAGR of 13.5% from 2025 to 2030. The demand for vitamin ingredients in India's market has grown due to heightened health awareness, a focus on immunity post-COVID-19, and the need to combat nutritional deficiencies. Rising cases of lifestyle disorders like diabetes and cardiovascular diseases have driven demand for fortified products with vitamins C, D, and B-complex. In addition, the expanding middle class and increased access to supplements through e-commerce and retail channels have further fueled this growth.

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