

India Nutritional Supplements Market Size, Share & Trends Analysis Report, By Product (Sports Nutrition, Dietary Supplements), By Consumer Group (Infants, Adults), By Formulation, By Sales Channel, By Application, By Country, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/I36933C246DDEN.html>

Date: December 2024

Pages: 100

Price: US\$ 4,950.00 (Single User License)

ID: I36933C246DDEN

Abstracts

This report can be delivered to the clients within 3 Business Days

India Nutritional Supplements Market Growth & Trends

The India nutritional supplements market size is anticipated to reach USD 68.43 billion in 2030 and is expected to grow at a CAGR of 8.1% from 2025 to 2030, according to a new report by Grand View Research, Inc. The increasing access to nutritional supplements and their increasing acceptance are some of the major factors driving the market growth. The increasing penetration of market players through various channels has increased consumers' access to nutritional supplements, thereby contributing to market growth. For instance, in April 2021, Fitday Private Limited announced the plans to open 50 brick-and-mortar stores in India by 2023. The company took this step to reach a larger consumer base and increase people's access to nutritional supplements.

The changing lifestyle in the country, such as lack of physical activities and changes in eating habits, has increased the occurrence of lifestyle diseases such as obesity, heart disease, and diabetes in the country. According to the "Accidental Deaths and Suicides in India 2022" report, the number of sudden deaths due to heart attack has increased from 28,413 in 2021 to 32,457 in 2022. This alarming rise in serious health conditions is anticipated to increase the demand for nutritional supplements and drive market growth.

India is witnessing a shift toward health consciousness and fitness, which has increased the demand for nutritional supplements in the country. These growth opportunities offered by the country's market are attracting several international companies and new products, further contributing to the market growth. For instance, in September 2022, Centrum entered India with the launch of its Centrum Multivitamin range. This range meets the new age generation's needs in the country by recognizing the nutritional requirements of different ages and genders. These increasing product alternatives are anticipated to increase the consumption of nutritional supplements and drive market growth.

India Nutritional Supplements Market Report Highlights

Based on product, The functional food and beverages segment accounted for the largest revenue share of 49.20% in 2024

Based on formulation, the powder segment accounted for the largest revenue share of 37.68% in 2024. The powder formulation of nutritional supplements offers advantages to the consumer, such as easy consumption and can even be easily absorbed in the body.

The capsule segment is expected to grow at the fastest CAGR from 2025 to 2030, owing to the increasing emphasis of market players on capsule supplement developments.

In October 2022, Dabur India Ltd announced the launch of the Real Health Peanut Butter range. This launch entered the company's peanut butter market and is anticipated to strengthen the company's Real portfolio.

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