

Nutraceuticals Market in India 2014

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Date: April 2014

Pages: 107

Price: US\$ 950.00 (Single User License)

ID: NE35609404EEN

Abstracts

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Netscribes' latest market research report titled Nutraceuticals Market in India 2014 states that the increasing shift towards preventive medication, backed by the growing purchasing power of Indian consumers, is fueling growth in the market. The nutraceutical sector can be categorized into three broad segments – dietary supplements, functional food and functional beverages. Dietary supplements have witnessed a consistent rise in demand owing to the increasing health consciousness prevalent among individuals, particularly the growing Indian middle class population. Probiotics market is at a nascent stage. However, it is one of the most promising categories under the functional food segment and has huge growth potential in the near future, driven by the growing interests of consumers as well as market players. Modern day on-the-go lifestyles of Indian consumers have also promoted the growing use of functional beverages such as energy drinks and fortified juices.

People today are becoming more prone to consuming immunity-enhancing food supplements and wellness related products. This is promoting the growth of the nutraceuticals market with players diversifying into production of various new categories of products. Ayurvedic nutraceuticals, cosmeceuticals and nanoceuticals are some of the emerging products in the market. Currently, there is a good mix of pharmaceutical and food companies present in the market. With time, consumers have emerged as being more conscious about their health and how they look and feel, thus providing tremendous growth prospects for the market, which players can capitalize upon.

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