

# **India Dietary Supplements Market, By Product Type (Vitamin, Combination Dietary Supplements, Protein, Herbal Supplements, Fish Oil & Omega Fatty Acid, and Others), By Form (Capsules, Tablets, Powder, Soft Gels, and Liquid), By Distribution Channel (Pharmacies and Drug Stores, Online, Supermarkets and Hypermarkets, and Others), By Application (Immunity, General Health, Energy & Weight Management, Bone & Joint Health, and Others), By End User (Adults, Geriatric, Pregnant Females, Children, and Infants), By Region, Competition, Forecast and Opportunities, 2029**

<https://marketpublishers.com/r/I2EFD9029B7AEN.html>

Date: October 2023

Pages: 88

Price: US\$ 3,500.00 (Single User License)

ID: I2EFD9029B7AEN

## **Abstracts**

The India dietary supplements market is anticipated to witness an impressive growth during the forecast period. This can be ascribed to the growing demand for functional foods because they help in bone healing, cholesterol control, heart health, and vision. Also, the increasing demand for nutrients and fortified food additives, such as omega 3 fatty acids, fiber, vitamins, and minerals due to their increased nutritional value is expected to create a lucrative growth of India dietary supplements market during the forecast period. According to Statistics India, as of 2021, 245 food supplement stores have been opened in the entire region of the country.

Growing Aging Population

The aging population in India has had a significant impact on the growth of the dietary supplements market. As people age, their nutritional needs change, and they may require additional vitamins, minerals, and other nutrients to maintain their health and prevent disease. This has led to an increased demand for dietary supplements among older adults in India. Moreover, older adults in India are more likely to have chronic health conditions, such as heart disease, diabetes, and osteoporosis. Many of these conditions can be managed or prevented with proper nutrition and dietary supplementation. This has led to an increased demand for supplements that can support heart health, bone health, and blood sugar control. According to the 2011 census, people aged 60 and over accounted for 8.6% of the population, equivalent to 103 million elderly people. With annual growth of about 3%, that number will increase to 319 million by 2050. 75% of them have some chronic disease, 40% have some kind of disability and 20% have mental health-related problems. This demographic shift has created a large and growing market for dietary supplements targeted towards older adults. As a result, the vitamin, and mineral supplements segment, which caters to the nutritional needs of older adults, holds the largest market share in the India dietary supplements market.

### Growing Concerns about Health

Health consciousness has had a significant impact on the growth of the dietary supplements market in India. Consumers are becoming more aware of the role that nutrition plays in maintaining optimal health and preventing disease. This has led to an increased demand for dietary supplements that can support overall health and well-being. With the rise of social media and the availability of information on the internet, Indians are increasingly informed about health and nutrition. They are seeking ways to support their health through diet and lifestyle changes, and many are turning to dietary supplements to complement their efforts. Vitamins, protein, and minerals are among the most used dietary supplements in India and consumers are looking to supplement their diets with essential nutrients. Furthermore, the growing prevalence of chronic diseases, such as heart disease, diabetes, and cancer, has made Indians more aware of the importance of preventive healthcare. Many consumers are looking for ways to prevent disease and maintain their health, and they view dietary supplements to achieve these goals. Consumers are also seeking supplements made from natural ingredients. The trend towards natural and organic products in India has led to an increased demand for herbal supplements, which are perceived to be safer and more effective than synthetic supplements. These factors are anticipated to boost the growth of India dietary supplements market.

## Growing Demand for Natural and Organic Supplements Growing the Market

The trend towards natural and organic products has had a significant impact on the growth of the dietary supplements market in India. Consumers are increasingly seeking products made from natural and organic ingredients, including supplements, which are perceived to be safer, more effective, and better for the environment. One of the main reasons for this growth is the perception that natural and organic supplements are healthier than synthetic supplements. Consumers are concerned about the potential side effects of synthetic supplements and are seeking safer and more natural alternatives. The use of natural and organic ingredients in supplements has been associated with a range of health benefits, such as improved digestion, better immune function, and increased energy levels. Additionally, the trend towards natural and organic supplements has been driven by a growing awareness of the impact of food production on the environment. Many consumers are seeking products that are sustainably produced and have a lower environmental impact. This has led to an increased demand for supplements made from organic ingredients and produced using environmentally friendly practices.

## Growing Development in Delivery Format Driving the Market

Convenience has had a significant impact on the growth of the dietary supplements market in India. Consumers are increasingly pursuing products that are easy to use and integrate into their busy lifestyles. The convenience factor has become a key driver of growth in the India dietary supplements market, as consumers look for products that are easy to take and fit into their daily routines. One of the main ways that convenience has influenced the growth of the market is through the development of new delivery formats. Companies are developing supplements in a range of formats, such as gummies, powders, and chewable tablets, that are easy to take on-the-go and integrate into daily routines. For example, gummy supplements have become increasingly popular among consumers who find them more palatable and easier to take than traditional capsules. Another way that convenience has influenced the growth of the market is through the availability of supplements in retail stores and online. Consumers can now purchase supplements in a variety of locations, including pharmacies, grocery stores, and online retailers. This makes it easier for consumers to access the products they need without having to go out of their way to find them. Furthermore, many supplements are now formulated to provide a combination of vitamins and minerals, allowing consumers to take a single supplement instead of multiple pills. This makes it more convenient for consumers to get the nutrients they need without having to take many pills or supplements.

## Increasing Disposable Income

Increased disposable income has had a significant impact on the growth of the dietary supplements market in India. As consumers have more disposable income, they are more willing to spend money on products that support their health and well-being, including dietary supplements. With increased disposable income, consumers can purchase higher-priced supplements and are more likely to purchase premium and specialty supplements. This has led to the development of a wide range of specialized supplements, such as sports nutrition supplements, weight management supplements, and supplements for specific health conditions. Furthermore, increased disposable income has allowed consumers to invest in preventive healthcare, which includes the use of dietary supplements. Consumers are seeking ways to maintain their health and prevent disease, and they view dietary supplements to achieve these goals. In addition, increased disposable income has allowed consumers to purchase dietary supplements from a variety of sources, including health food stores, online retailers, and specialized supplement stores. This has increased the accessibility of supplements to a wider range of consumers and has helped to drive growth of India dietary supplements market.

## Growing Demand for Preventive Healthcare

Preventive healthcare has had a significant impact on the growth of the dietary supplements market in India. With the rising cost of healthcare and an aging population, consumers are seeking ways to maintain their health and prevent disease, and they view dietary supplements to achieve these goals. Preventive healthcare involves taking steps to prevent disease before it occurs, and the use of dietary supplements is an important part of this strategy. Many consumers view supplements to fill nutritional gaps in their diets and support overall health and wellness. The use of dietary supplements as a preventive healthcare strategy has become increasingly popular in recent years, and this trend is expected to continue. One of the reasons for the growth of the preventive healthcare segment is the increasing focus on healthy aging. As the population ages, there is a growing awareness of the importance of maintaining health and preventing disease. Many consumers are seeking ways to support their overall health and wellness as they age, and dietary supplements are seen as an important part of this strategy. Additionally, the use of dietary supplements as a preventive healthcare strategy has been driven by a growing awareness of the importance of nutrition in maintaining health. Many consumers are seeking ways to improve their nutrition and view supplements to fill nutritional gaps in their diets.

## Market Segmentation

The India dietary supplements market can be segmented by product type, form, distribution channel, application, end user, and region. Based on product type, the market can be segmented into vitamin, combination dietary supplements, protein, herbal supplements, fish oil & omega fatty acid, and others. Based on form, the market can be segmented into capsules, tablets, powder, soft gels, liquid. Based on distribution channel, the market can be grouped into pharmacies and drug stores, online, supermarkets and hypermarkets, and others. Based on application, the market can be grouped into immunity, general health, energy & weight management, bone & joint health, and others. Based on end user, the market can be grouped into adults, geriatric, pregnant females, children, and infants.

## Market Players

Amway India Enterprises Pvt. Ltd., Herbalife International India Pvt. Ltd., Himalaya Drug Company, Dabur India Ltd., Abbott India Ltd., Patanjali Ayurved Ltd., GlaxoSmithKline Consumer Healthcare Ltd., Sun Pharmaceutical Industries Ltd., Piramal Enterprises Ltd., and Danone India/India. are some of the leading players operating in the India dietary supplements market.

## Report Scope:

In this report, the India dietary supplements market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### India Dietary Supplements Market, By Product Type:

Vitamin

Combination Dietary Supplements

Protein

Herbal Supplements

Fish Oil & Omega Fatty Acid

Others

India Dietary Supplements Market, By Form:

Capsules

Tablets

Powder

Soft Gels

Liquid

India Dietary Supplements Market, By Distribution Channel:

Pharmacies and Drug Stores

Online

Supermarkets and Hypermarkets

Others

India Dietary Supplements Market, By Application:

Immunity

General Health

Energy & Weight Management

Bone & Joint Health

Others

India Dietary Supplements Market, By End User:

Adults

Geriatric

Pregnant Females

Children

Infants

India Dietary Supplements Market, By Region:

North India

South India

East India

West India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present India dietary supplements market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).



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