

India Gummies Market By Type (Nutricosmetics and Nutraceuticals), By Source (Plant Based, Animal Based), By Distribution Channel (Pharmacies and Drug Stores, Online, Supermarkets and Hypermarkets, and Others), By Packaging (Bottles & Jars, Pouches), By End User (Kids and Adults), By Region, Competition, Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/IC5CA79DDCD9EN.html>

Date: October 2023

Pages: 88

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

ID: IC5CA79DDCD9EN

Abstracts

India Gummies Market is anticipated to grow at an impressive rate in the projected period on account of growing disposable income and increasing healthy consciousness among the population. India gummies market growth is fueled by the increasing popularity of candy gummies, along with the rising demand for gummy vitamins and supplements. In recent years, gummy products have expanded beyond the traditional fruit-flavored candy to include a variety of new flavors and functional ingredients, such as probiotics, melatonin, and collagen. Additionally, the increasing candy consumption in India is expected to drive the growth of India Gummies Market. At present, the per capita consumption of candy in India is around 100 grams per year.

Furthermore, India Gummies Market is growing significantly and is witnessing increased demand across different cities. For instance, Mumbai is one of the largest cities in India and has a large population of children and young adults. The city has witnessed a significant increase in demand for gummies in recent years, with several new brands and products being launched to cater to the demand of the population.

Increasing Health Consciousness to Drives the India Gummies Market Growth

The increasing health consciousness among Indian consumers has been a significant

driver for the India gummies market. As more people become aware of the importance of maintaining a healthy lifestyle, they are seeking out snack options that are both tasty and nutritious. Gummies made from natural ingredients, such as fruit juice and plant extracts, have gained popularity in recent years due to their perceived health benefits. These gummies are often fortified with vitamins and minerals, making them a healthier option than traditional candies or chocolates.

Additionally, many consumers are looking for alternatives to sugary snacks, and gummies made with low-sugar or sugar-free formulations are becoming increasingly popular. The growing demand for healthier snack options has prompted many manufacturers to develop new gummy products that cater to health-conscious consumers. This includes gummies made with functional ingredients, such as probiotics, omega-3s, and antioxidants, which are believed to provide health benefits beyond basic nutrition.

Increasing demand for Healthy and Convenient Snacks is Driving the Gummies Market Growth

India gummies market has witnessed significant growth in recent years due to increasing demand for healthy and convenient snacks. Consumers are looking for snacks that are easy to consume on-the-go and also offer health benefits. Gummies meet both of these requirements, making them a popular choice for many people. One of the main reasons for the growth of the gummies market is the increasing awareness of the health benefits of these snacks. Gummies are available in a variety of flavors and can be fortified with vitamins, minerals, and other beneficial ingredients. These snacks can help consumers meet their daily nutritional requirements and boost their overall health.

Another factor driving the growth of the gummies market is the convenience they offer. Gummies can be easily stored and consumed on-the-go. They are also a mess-free option, making them ideal for busy consumers. In addition to these factors, the gummies market has also been driven by the increasing popularity of plant-based and organic products. Many gummies manufacturers have responded to this demand by offering plant-based and organic options, further fueling the growth of the India Gummies market.

Therefore, the combination of convenience, health benefits, and variety of options is driving the growth of the India gummies market. As more consumers seek out healthy and convenient snacks, it is likely that the demand for gummies will continue to grow.

Increasing Penetration of e-commerce Platforms in India is fueling the demand for Gummies

The increasing penetration of e-commerce platforms in India has had a positive impact on the gummies market as well. Gummies are a popular product in the confectionery market, and the availability of these products on e-commerce platforms has made them more accessible to consumers across the country. E-commerce platforms have made it easier for manufacturers and sellers of gummies to reach a wider audience, including those living in remote areas where access to traditional brick-and-mortar stores may be limited. This has led to an increase in sales of gummies in India. In addition, e-commerce platforms offer several advantages such as they provide a platform for manufacturers and sellers to showcase their products and differentiate themselves from their competitors. They also offer the ability to target specific consumer groups with personalized marketing messages and offers. This in turn is driving the growth of India gummies market by increasing the sales through e-commerce channels. Furthermore, e-commerce platforms provide valuable data and insights into consumer preferences, allowing manufacturers and sellers to adjust their product offerings to meet changing consumer demands. Furthermore, e-commerce platforms offer a convenient and secure way for consumers to purchase gummies online, with features like cash on delivery, easy returns, and secure payment options.

Hence, the increasing penetration of e-commerce platforms in India has boosted the growth of India gummies market by making these products more accessible to consumers and providing a platform for manufacturers and sellers to reach a wider audience.

Rising Disposable Income to drive India Gummies Market

Rising disposable income is one of the factors driving the gummies market in India. With the increase in disposable income, consumers are now more willing to spend on premium and higher-priced products. This has created an opportunity for manufacturers to offer more premium and innovative gummy products that cater to the evolving tastes and preferences of consumers. As consumers have more disposable income, they are more likely to indulge in snacks and treats, including gummies. Additionally, they are more willing to try new and unique flavors and variants of gummies, including those that offer health benefits such as vitamins, minerals, and antioxidants.

Furthermore, the rise in disposable income has also contributed to the growth of online

retail in India, which has made it easier for consumers to access a wider range of gummy products. Online retail platforms provide a convenient and hassle-free shopping experience, which has made it easier for consumers to explore and purchase new gummy products.

Therefore, rising disposable income has contributed to the growth of the gummies market in India by increasing consumer purchasing power, creating demand for premium and innovative products, and facilitating access to a wider range of gummy options through online retail platforms.

Market Segmentation

India Gummies Market is segmented based on type, source, distribution channel, packaging, end-user, and region. Based on the type, India Gummies Market is divided into Nutricosmetics and Nutraceuticals. Based on source, the India Gummies Market is segmented into Plant Based, Animal Based. Based on the distribution channel, the India Gummies Market is divided into Pharmacies and Drug Stores, Online, Supermarkets and Hypermarkets, and Other. Based on the Packaging, the India Gummies Market is divided into Bottles & Jars and Pouches. Based on End user, the market is divided into Kids and Adults. Based on region, the India Gummies Market is divided into North, East, West and South.

Company Profiles

Power Gummies, Hindustan Unilever Limited, Azveston Healthcare Pvt. Ltd., Marico Ltd., Solistaa Pharmaceuticals Private Limited (Amway), I M HEALTHCARE PVT LTD, Abbott India Limited, Mankind Pharma Limited, Centrum India (GSK), Purna Gummies Private Limited, among others are some of the key players of India Gummies market.

Report Scope:

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

India Gummies Market, By Type:

Nutricosmetics

Nutraceuticals

India Gummies Market, By Source:

Plant Based

Animal Based

India Gummies Market, By Distribution Channel:

Pharmacies and Drug Stores

Online

Supermarkets and Hypermarkets

Others

India Gummies Market, By Packaging:

Bottles & Jars

Pouches

India Gummies Market, By End User:

Kids

Adults

India Gummies Market, By Region:

North

East

West

South

Competitive landscape

Company Profiles: Detailed analysis of the major companies in India Gummies 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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