

# **India Immunity Boosting Packaged Products Market By Product (Supplements, Beverages, Food, and Others), By Sales Channel (Supermarkets/Hypermarkets, Pharmacy & Drug Stores, Online, and Others (Departmental Stores, etc.), By Region, By Competition Forecast & Opportunities, 2019-2029F**

<https://marketpublishers.com/r/I4575CDB3B57EN.html>

Date: October 2023

Pages: 82

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

ID: I4575CDB3B57EN

## **Abstracts**

The India Immunity Boosting Packaged Products Market has been valued at USD 299.12 million in 2023 and is expected to exhibit robust growth throughout the forecast period, with a Compound Annual Growth Rate (CAGR) of 8.20% until 2029. This market is witnessing a significant surge in demand as consumers increasingly prioritize their health and well-being. It encompasses a wide array of packaged goods, including foods, beverages, supplements, and herbal remedies, all formulated to enhance immune system functionality.

The ongoing COVID-19 pandemic has heightened awareness regarding the significance of a robust immune system, leading consumers to seek products enriched with essential vitamins, minerals, antioxidants, and natural ingredients. Coupled with health-conscious trends and a preference for convenient wellness solutions, these factors are propelling the market's growth. Manufacturers are innovating to offer effective and appealing immunity-boosting options, catering to a diverse demographic. As consumers' focus on preventive health measures persists, the India Immunity Boosting Packaged Products market is poised for sustained expansion.

Primary Market Drivers:

**Growing Health and Wellness Awareness:** Increasing attention on health and wellness is a pivotal driver of the Immunity Boosting Packaged Products market. Consumers are becoming more proactive about maintaining their well-being and seeking products that provide functional benefits beyond basic nutrition. This trend is accentuated by the ongoing COVID-19 pandemic, which has underscored the importance of a strong immune system in preventing illnesses.

**Prevalence of Lifestyle-Related Health Concerns:** Lifestyle-related health issues like obesity, diabetes, and cardiovascular diseases are on the rise, prompting heightened awareness about the need for dietary and lifestyle adjustments to bolster immune health. In response, the India Immunity Boosting Packaged Products market has gained traction, offering convenient solutions fortified with essential vitamins, minerals, antioxidants, and immune-supportive components. This alignment with health concerns emphasizes the market's role in addressing contemporary health challenges and underscores its significance in promoting overall well-being.

**Convenience and Accessibility:** The convenience associated with packaged products is a pivotal driver of market growth. Modern lifestyles demand quick and accessible solutions to dietary requirements, and immunity-boosting packaged products cater to this demand, providing consumers with an efficient means of incorporating beneficial nutrients into their daily routines.

**Rise of Herbal and Ayurvedic Remedies:** India's rich heritage of herbal medicine and Ayurveda has contributed to the popularity of immunity-boosting packaged products rooted in traditional remedies. Consumers are drawn to products that combine ancient wisdom with modern convenience, fostering renewed interest in time-honored botanical ingredients.

**Shift in Dietary Preferences:** Evolving dietary preferences, particularly the growing inclination toward plant-based and functional foods, are significantly influencing the India Immunity Boosting Packaged Products market. Consumers are actively seeking products that offer both nutritional benefits and immune-boosting advantages, reflecting a broader trend where individuals prioritize health-conscious choices in their diets. As demand for products aligning with these preferences increases, manufacturers are crafting immunity-boosting packaged offerings that cater to varying dietary philosophies, further fueling the market's growth and diversification.

**Market Challenges:**

**Quality and Safety Assurance:** Ensuring quality and safety is paramount in the India Immunity Boosting Packaged Products market. Manufacturers must uphold stringent standards, rigorous testing, and robust quality control measures. Contaminants or incorrect dosages can compromise consumer health and brand reputation. Adherence to guidelines mitigates such risks and upholds consumer trust.

**Regulatory Scrutiny and Claims Verification:** Regulatory bodies are scrutinizing manufacturers' claims for accuracy and legitimacy due to the surge in demand for immunity-boosting products. Balancing effective communication of product benefits with regulatory compliance is a challenge. Misleading claims can undermine consumer confidence and trust.

**Misinterpretation of Benefits:** Preventing the misinterpretation of immunity-boosting products as substitutes for a balanced diet and healthy lifestyle is essential. Educating consumers about the products' role as supplements to overall well-being prevents misconceptions.

**Rapid Changes in Consumer Preferences:** Swift shifts in consumer preferences due to evolving health trends, media influence, and societal changes pose a challenge. Manufacturers must remain agile to promptly respond to changing preferences and remain relevant in the market.

#### Market Trends:

**Rise of Functional Foods:** Functional foods are gaining prominence, offering nutritional benefits along with targeted health advantages. Immunity-boosting products enriched with vitamins, minerals, antioxidants, and herbal extracts cater to consumers seeking comprehensive wellness benefits.

**Demand for Natural and Organic:** Consumer demand for natural and organic choices is growing. Immunity-boosting products with clean labels and organic certifications are popular among health-conscious consumers.

**Celebrity Endorsements and Influencer Marketing:** Wellness-focused celebrities and influencers play a significant role in endorsing immunity-boosting products, influencing consumer choices and enhancing product credibility.

**Innovation in Packaging Formats:** Innovative packaging solutions, such as single-serve sachets and ready-to-drink formats, cater to consumer demands for convenience and

flexibility.

#### Segmental Insights:

**Product Insights:** Supplements dominate the India Immunity Boosting Packaged Products market, reflecting consumers' increasing interest in products that provide immune-boosting benefits. These versatile supplements are enriched with vitamins, minerals, antioxidants, and herbal extracts, catering to those seeking targeted solutions.

**Sales Channel Insights:** The online segment is experiencing rapid growth, driven by changing consumer behavior and increased preference for online shopping and doorstep delivery.

#### Regional Insights:

The North India region is the dominant segment, accounting for over 30% of the market share in 2022. Factors such as a large potential market due to high population, increased health and wellness awareness, and changing lifestyle preferences contribute to the region's prominence. This dominance underscores the localized variations in consumer behavior within the broader market.

#### Key Market Players

The Himalaya Drug Company

Baidyanath Ayurved Bhawan Pvt. Ltd

TBOF Foods Ltd.

Organic India Pvt. Ltd.

Del Monte India Inc

Kerala Ayurveda Ltd.

Amway India Enterprises Pvt. Ltd.

Dabur India Limited

Patanjali Ayurved Ltd.

Aeronutrix Sports Products Private Limited

### Report Scope:

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

#### India Immunity Boosting Packaged Products Market, By Product:

Supplements

Beverages

Food

Others

#### India Immunity Boosting Packaged Products Market, By Sales Channel:

Supermarkets/Hypermarkets

Pharmacy & Drug Stores

Online

Others (Departmental Stores, etc.)

#### India Immunity Boosting Packaged Products Market, By Region:

North

South

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Immunity Boosting Packaged Products Market.

Available Customizations:

India Immunity Boosting Packaged Products market report with the given market data, Tech Sci 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).

## Contents

1. Introduction
  - 1.1. Product Overview
  - 1.2. Key Highlights of the Report
  - 1.3. Market Coverage
  - 1.4. Market Segments Covered
  - 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER ANALYSIS**

- 4.1. Sample Size Determination
- 4.2. Respondent Demographics
  - 4.2.1. By Gender
  - 4.2.2. By Age
- 4.3. Brand Awareness
- 4.4. Factors Influencing Purchase Decision
- 4.5. Customer Satisfaction

### **5. INDIA IMMUNITY BOOSTING PACKAGED PRODUCTS MARKET OUTLOOK**

- 5.1. Market Size & Forecast

- 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product Market Share Analysis (Supplements, Beverages, Food, and Others).
  - 5.2.2. By Sales Channel Market Share Analysis (Supermarkets/Hypermarkets, Pharmacy & Drug Stores, Online, and Others (Departmental Stores, etc.))
  - 5.2.3. By Regional Market Share Analysis
    - 5.2.3.1. North Market Share Analysis
    - 5.2.3.2. South Market Share Analysis
    - 5.2.3.3. West Market Share Analysis
    - 5.2.3.4. East Market Share Analysis
  - 5.2.4. By Top 5 Companies Market Share Analysis, Others (2023)
- 5.3. India Immunity Boosting Packaged Products Market Mapping & Opportunity Assessment
  - 5.3.1. By Product Market Mapping & Opportunity Assessment
  - 5.3.2. By Sales Channel Market Mapping & Opportunity Assessment
  - 5.3.3. By Regional Market Mapping & Opportunity Assessment

## **6. INDIA IMMUNITY BOOSTING PACKAGED SUPPLEMENTS MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Product Type Market Share Analysis (Mixes, Capsules, Powder)
  - 6.2.2. By Sales Channel Market Share Analysis

## **7. INDIA IMMUNITY BOOSTING PACKAGED BEVERAGES MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Product Type Market Share Analysis (Juice, Tea, Coffee, Probiotic Shots, and Others (Syrup, etc.)).
  - 7.2.2. By Sales Channel Market Share Analysis

## **8. INDIA IMMUNITY BOOSTING PACKAGED FOODS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value



## 8.2. Market Share & Forecast

8.2.1. By Product Type Market Share Analysis (Instant Food, Seeds, and Others (Gummies, etc.))

8.2.2. By Sales Channel Market Share Analysis

## 9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

## 10. MARKET TRENDS & DEVELOPMENTS

## 11. SWOT ANALYSIS

11.1. Strength

11.2. Weakness

11.3. Opportunities

11.4. Threats

## 12. PORTER'S FIVE FORCES MODEL

12.1. Competitive Rivalry

12.2. Bargaining Power of Buyers

12.3. Bargaining Power of Power

12.4. Threat of New Entrants

12.5. Threat of Substitutes

## 13. INDIA ECONOMIC PROFILE

## 14. POLICY & REGULATORY LANDSCAPE

## 15. COMPETITIVE LANDSCAPE

15.1. Company Profiles

15.1.1. The Himalaya Drug Company

15.1.1.1. Company Details

- 15.1.1.2. Products
- 15.1.1.3. Financials (As Per Availability)
- 15.1.1.4. Key Market Focus & Geographical Presence
- 15.1.1.5. Recent Developments
- 15.1.1.6. Key Management Personnel
- 15.1.2. Baidyanath Ayurved Bhawan Pvt. Ltd
  - 15.1.2.1. Company Details
  - 15.1.2.2. Products
  - 15.1.2.3. Financials (As Per Availability)
  - 15.1.2.4. Key Market Focus & Geographical Presence
  - 15.1.2.5. Recent Developments
  - 15.1.2.6. Key Management Personnel
- 15.1.3. TBOF Foods Ltd.
  - 15.1.3.1. Company Details
  - 15.1.3.2. Products
  - 15.1.3.3. Financials (As Per Availability)
  - 15.1.3.4. Key Market Focus & Geographical Presence
  - 15.1.3.5. Recent Developments
  - 15.1.3.6. Key Management Personnel
- 15.1.4. Organic India Pvt. Ltd.
  - 15.1.4.1. Company Details
  - 15.1.4.2. Products
  - 15.1.4.3. Financials (As Per Availability)
  - 15.1.4.4. Key Market Focus & Geographical Presence
  - 15.1.4.5. Recent Developments
  - 15.1.4.6. Key Management Personnel
- 15.1.5. Del Monte India Inc
  - 15.1.5.1. Company Details
  - 15.1.5.2. Products
  - 15.1.5.3. Financials (As Per Availability)
  - 15.1.5.4. Key Market Focus & Geographical Presence
  - 15.1.5.5. Recent Developments
  - 15.1.5.6. Key Management Personnel
- 15.1.6. Kerala Ayurveda Ltd.
  - 15.1.6.1. Company Details
  - 15.1.6.2. Products
  - 15.1.6.3. Financials (As Per Availability)
  - 15.1.6.4. Key Market Focus & Geographical Presence
  - 15.1.6.5. Recent Developments

- 15.1.6.6. Key Management Personnel
- 15.1.7. Amway India Enterprises Pvt. Ltd.
  - 15.1.7.1. Company Details
  - 15.1.7.2. Products
  - 15.1.7.3. Financials (As Per Availability)
  - 15.1.7.4. Key Market Focus & Geographical Presence
  - 15.1.7.5. Recent Developments
  - 15.1.7.6. Key Management Personnel
- 15.1.8. Dabur India Limited
  - 15.1.8.1. Company Details
  - 15.1.8.2. Products
  - 15.1.8.3. Financials (As Per Availability)
  - 15.1.8.4. Key Market Focus & Geographical Presence
  - 15.1.8.5. Recent Developments
  - 15.1.8.6. Key Management Personnel
- 15.1.9. Patanjali Ayurved Ltd.
  - 15.1.9.1. Company Details
  - 15.1.9.2. Products
  - 15.1.9.3. Financials (As Per Availability)
  - 15.1.9.4. Key Market Focus & Geographical Presence
  - 15.1.9.5. Recent Developments
  - 15.1.9.6. Key Management Personnel
- 15.1.10. Aeronutrix Sports Products Private Limited
  - 15.1.10.1. Company Details
  - 15.1.10.2. Products
  - 15.1.10.3. Financials (As Per Availability)
  - 15.1.10.4. Key Market Focus & Geographical Presence
  - 15.1.10.5. Recent Developments
  - 15.1.10.6. Key Management Personnel

## **16. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 16.1. Key Focus Areas
- 16.2. Target Product
- 16.3. Target Sales Channel

## **17. ABOUT US & DISCLAIMER**

## I would like to order

Product name: India Immunity Boosting Packaged Products Market By Product (Supplements, Beverages, Food, and Others), By Sales Channel (Supermarkets/Hypermarkets, Pharmacy & Drug Stores, Online, and Others (Departmental Stores, etc.)), By Region, By Competition Forecast & Opportunities, 2019-2029F

Product link: <https://marketpublishers.com/r/l4575CDB3B57EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/l4575CDB3B57EN.html>