

# **India Natural Food Ingredients Market By Type (Proteins, Vitamins, Probiotics, Prebiotics, and Others), By Source (Fruits, Vegetables, Grains & Cereals, Microbial, Animals, Others), By End Use (Health Supplements, Functional Foods, Sports Nutrition, Convenience Foods, Others), By Region and Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

India Natural Food Ingredients Market was valued at USD 20.01 Million in 2024 and is expected to reach USD 26.56 Million by 2030 with a CAGR of 5.03% during the forecast period. Natural food ingredients are components used in food preparation and processing that are sourced from natural, minimally processed, or unprocessed sources. These ingredients are derived from plants, animals, or microorganisms and are typically used to enhance the flavor, texture, appearance, and nutritional content of foods. Natural food ingredients are known for their simplicity, lack of synthetic additives, and their alignment with consumers' preferences for clean and wholesome eating. Natural food ingredients are typically in their natural state or undergo minimal processing. They are not heavily refined or chemically altered. These ingredients are sourced from nature, including fruits, vegetables, grains, herbs, spices, nuts, seeds, meat, fish, and dairy products. They can also come from microorganisms like yeast or bacteria. Natural food ingredients do not contain artificial additives such as synthetic flavors, colors, sweeteners, or preservatives. They rely on the inherent properties of the source material for taste, color, and preservation. Many natural food ingredients are rich in essential nutrients such as vitamins, minerals, antioxidants, and dietary fiber, making them a valuable part of a balanced diet.

Growing awareness of health and wellness has led consumers to seek natural and

nutritious food options. Natural food ingredients are perceived as healthier and more wholesome, driving their demand. Consumers are increasingly seeking products with transparent and clean labels. They want to know where their food ingredients come from and are opting for products with minimal processing and no artificial additives. India's rich heritage of traditional medicine and Ayurveda emphasizes the use of natural ingredients for health and well-being. This cultural influence has driven the demand for natural ingredients. India's diverse cuisine and regional dishes rely heavily on a wide range of natural ingredients. This diversity has spurred demand for various spices, herbs, and other natural food components. The shift toward plant-based diets and veganism has driven demand for natural food ingredients like plant-based proteins, dairy alternatives, and meat substitutes.

## Key Market Drivers

### Innovation in Product Development

As consumers become more health-conscious and demand cleaner, more natural, and minimally processed foods, product developers are incorporating natural ingredients to meet these preferences. This includes using natural sweeteners, flavors, colors, and preservatives. The clean label movement, which emphasizes transparent and easily understood ingredient lists, drives the need for natural ingredients. Consumers want to know what is in their food, and natural ingredients are perceived as clean and recognizable. Innovative food products are often developed to offer health and wellness benefits. Natural food ingredients, such as those rich in vitamins, minerals, antioxidants, and other bioactive compounds, are used to enhance the nutritional profile of products. The development of functional foods that provide specific health benefits, such as digestive health, immune support, or energy enhancement, relies on the use of natural ingredients with proven health-promoting properties.

India produced approximately 3.6 million metric tons (MT) of certified organic products in 2023-24, spanning a wide range of food categories including oil seeds, fiber, sugarcane, cereals and millets, cotton, pulses, aromatic and medicinal plants, tea, coffee, fruits, spices, dry fruits, vegetables, and processed foods. In addition to edible products, India also produces organic cotton fiber and functional food products. Maharashtra ranks as the largest producer among states, followed by Madhya Pradesh, Rajasthan, Karnataka, and Gujarat. Fiber crops represent the largest commodity category, followed by oil seeds, sugar crops, cereals and millets, medicinal, herbal, and aromatic plants, spices and condiments, fresh fruits and vegetables, pulses, tea, and coffee.

Natural flavors and ingredients are used to create unique and appealing taste profiles in food products. Innovations in flavor combinations and natural flavor enhancers drive consumer interest. Natural food ingredients are used to enhance the nutrient content of various products, including fortifying foods with vitamins, minerals, and other beneficial compounds. The rise of plant-based diets and the demand for vegan alternatives have led to innovative products that rely on natural ingredients like plant-based proteins, dairy alternatives, and meat substitutes.

Innovations in product development often focus on sustainable sourcing and production methods. Natural ingredients that are responsibly sourced are in demand to meet environmental and ethical criteria. Products designed for individuals with food allergies or sensitivities often require the use of natural ingredients to create allergen-free or hypoallergenic options. Companies aim to stay competitive by introducing novel and unique products. This often involves experimenting with natural ingredients to create distinctive offerings that stand out in the market. Regulatory changes and government initiatives that promote healthier eating and labeling transparency can drive innovation in product development using natural ingredients. This factor will help in the development of the India Natural Food Ingredients Market.

### Increasing Demand of Plant-Based and Vegan Products

Plant-based and vegan diets rely on plant sources for protein. This has led to a surge in demand for natural ingredients like legumes (e.g., lentils, chickpeas), soy, pea protein, and other plant-based protein sources. The popularity of dairy-free and vegan milk, cheese, yogurt, and other dairy alternatives has driven the demand for natural ingredients such as almond, soy, and coconut. The growing market for plant-based meat substitutes uses natural ingredients like textured vegetable protein (TVP), mushrooms, and vegetable blends to mimic the texture and flavor of meat. Vegetables, grains, nuts, seeds, and fruits are core components of plant-based and vegan diets, leading to higher consumption of these natural ingredients.

Altein is India's pioneering company in the production of novel alternative protein ingredients. It specializes in manufacturing high-protein concentrates from a special, high-yielding variety of sprouted mung beans, utilizing a chemical-free dry process. The ingredients are entirely plant-based, with protein extracted from various clean, abundant sources in India, using a fully dry process to preserve the natural fiber and native functionality of the ingredients for all plant-based foods. The manufacturing process is designed to be sustainable, with a minimal carbon footprint.

Natural ingredients like herbs, spices, and plant-based seasonings are used to enhance the flavors of plant-based and vegan dishes. Plant-based and vegan consumers often seek clean label products. Natural ingredients align with this preference, as they are perceived as cleaner and less processed. Plant-based and vegan diets are often chosen for health and ethical reasons. Natural ingredients are associated with better nutrition and wellness, supporting these dietary choices. The environmental and ethical aspects of plant-based and vegan diets are central to their appeal. Consumers often prefer natural ingredients that are sourced sustainably and ethically.

Plant-based diets can be suitable for individuals with common food allergies or sensitivities (e.g., lactose intolerance, egg allergies), further driving the demand for natural plant-based alternatives. The growth in plant-based and vegan product offerings has spurred innovation in food development. This innovation often includes the use of unique and creative natural ingredients. Some governments and regulatory bodies have endorsed and promoted plant-based diets for their potential health and environmental benefits, indirectly supporting the demand for natural food ingredients. As the plant-based and vegan markets expand, companies aim to outdo competitors by creating novel and appealing products. This can involve experimenting with natural ingredients to provide unique options. This factor will pace up the demand of the India Natural Food Ingredients Market.

### Growing Traditional and Ayurvedic Influences

Ayurveda, an ancient system of medicine that originated in India, places a strong emphasis on the use of natural herbs, spices, and plants for their medicinal and healing properties. Many Ayurvedic ingredients have found their way into modern cuisine and natural food products. Traditional herbal remedies from Ayurveda and local folk medicine traditions often involve the use of natural ingredients. As awareness of these remedies grows, there's a renewed interest in incorporating these ingredients into food and beverages for their potential health benefits. Indian cuisine is renowned for its use of a wide array of spices and herbs. These natural ingredients not only add flavor but also have been historically valued for their health-promoting properties.

Certain natural ingredients hold cultural and religious significance in various Indian communities and rituals. This has driven the demand for these ingredients in traditional and specialty foods. Ayurveda emphasizes the importance of balanced nutrition and individual constitution (dosha). As consumers seek balanced diets, they often turn to natural ingredients that align with Ayurvedic principles. The pursuit of holistic health and

wellness is a central theme in both Ayurveda and traditional Indian culture. Natural ingredients are viewed as promoting physical, mental, and emotional well-being. Traditional Indian recipes often rely on locally sourced, natural ingredients, which supports the demand for regionally specific natural foods. Traditional cooking techniques, such as slow cooking, roasting, and herbal infusions, rely on natural ingredients for flavor enhancement and preservation.

Efforts to educate consumers about the health benefits of traditional ingredients and their uses in traditional and Ayurvedic practices have increased awareness and driven demand. As awareness of environmental and ethical concerns grows, consumers are often interested in ingredients that are sourced responsibly and sustainably, in line with Ayurvedic and traditional values. Traditional and Ayurvedic ingredients contribute unique and exotic flavors to dishes and beverages, attracting consumers looking for novel culinary experiences. Some Indian government initiatives and regulations promote the use of traditional and Ayurvedic ingredients in the food industry, supporting the demand for these natural ingredients. This factor will accelerate the demand of the India Natural Food Ingredients Market.

## Key Market Challenges

### Sustainability and Ethical Sourcing

Ensuring the ethical sourcing and sustainability of natural food ingredients often requires traceability throughout the supply chain, from farmers or producers to manufacturers. Coordinating this complexity can be challenging. While there are various certifications and standards for sustainability and ethical sourcing, adherence to these standards may vary among suppliers. This can create challenges in verifying the authenticity of claims. Sustainable and ethical sourcing practices can sometimes be more costly. Balancing the demand for cost-effective ingredients with sustainability can be a challenge for businesses. In some cases, products with sustainability and ethical sourcing claims may face competition from lower-cost products, which can create challenges for producers aiming to maintain ethical standards.

Keeping up with changing regulations related to sustainability and ethical sourcing can be complex and costly for businesses, and non-compliance can lead to reputational and financial risks. Educating consumers about the value of sustainably sourced and ethically produced ingredients is an ongoing challenge. Some consumers may not fully understand the benefits or be willing to pay a premium for such products. In many parts of India, smallholder farmers play a significant role in ingredient production. Helping

these farmers adopt sustainable and ethical practices and connecting them to markets can be challenging. Climate change can affect the availability and quality of natural ingredients. Sustainable sourcing may need to account for climate-related challenges in agriculture. Some natural ingredients are derived from plants and ecosystems that are vulnerable. Sustainable practices must consider biodiversity conservation to avoid negative impacts on ecosystems.

## Climate Change and Agriculture

Climate change has led to more frequent and severe weather events such as droughts, floods, and unseasonal rainfall. These events can damage crops and disrupt the supply of natural food ingredients. Changing precipitation patterns and increased evaporation due to higher temperatures can result in water scarcity, affecting crop irrigation and the growth of natural ingredients. Rising temperatures can negatively impact crop yields and quality. Some natural food ingredients are highly sensitive to temperature fluctuations. Climate change can alter the distribution and behavior of pests and diseases, potentially leading to increased pest pressure and crop damage. Extreme weather events and unpredictable climate conditions can lead to crop failures, reducing the availability of natural ingredients. Changes in temperature and rainfall patterns may require adjustments in planting and harvesting seasons, affecting crop availability and quality. Rising levels of carbon dioxide in the atmosphere can lead to a decrease in the nutritional content of some crops, affecting the quality of natural food ingredients. Climate change can disrupt ecosystems and lead to the loss of biodiversity, which can affect the availability of certain natural ingredients sourced from specific plants and ecosystems. Climate change can strain natural resources like land, water, and energy, making sustainable agriculture and natural ingredient sourcing more challenging.

## Key Market Trends

### E-Commerce Growth

E-commerce platforms have provided a convenient and accessible channel for consumers to purchase natural food ingredients. Several dedicated online grocery and food ingredient retailers have emerged in India. E-commerce allows consumers to access a broader range of natural food ingredients, including those that may not be readily available in traditional brick-and-mortar stores. This expanded selection caters to diverse consumer preferences. Online shopping offers the convenience of doorstep delivery, saving consumers time and effort in visiting physical stores. E-commerce platforms often provide detailed information about natural food ingredients, including

their sources, certifications, and nutritional profiles. This transparency aligns with the clean label trend. Shoppers can access product reviews and ratings from other customers, helping them make informed decisions about the quality and performance of natural food ingredients. E-commerce platforms frequently offer discounts, promotions, and loyalty programs, making natural food ingredients more affordable and attractive to price-conscious consumers. During the COVID-19 pandemic, e-commerce gained further traction as consumers sought contactless and hygienic shopping experiences. E-commerce platforms implemented safety measures to meet this demand.

## Segmental Insights

### Type Insights

Based on Type, Vitamins have emerged as the dominating segment in the India Natural Food Ingredients Market in 2024. Vitamins are essential organic compounds that are required in small quantities to support various biochemical processes in the human body. Many fruits and vegetables are excellent sources of vitamins. For example, citrus fruits like oranges and lemons are known for their high vitamin C content, while leafy greens like spinach and kale are rich in vitamin K and other nutrients. Herbs and spices, such as parsley, basil, and turmeric, are often used in cooking to add flavor and nutrition. They can be high in various vitamins and antioxidants. Nuts and seeds, such as almonds, sunflower seeds, and flaxseeds, are good sources of vitamin E, which is an important antioxidant.

### Source Insights

Based on Source, Vegetables have emerged as the dominating segment in the India Natural Food Ingredients Market in 2024. India is known for its rich and diverse culinary traditions, many of which heavily rely on vegetables as essential ingredients. The country's varied regional cuisines often feature an extensive use of vegetables, making them a prominent and versatile natural food ingredient source. A significant portion of the Indian population follows a vegetarian diet, which places a strong emphasis on vegetables as a primary source of nutrition and flavor. This dietary preference has contributed to the demand for vegetables as natural food ingredients. Vegetables are known for their nutritional value, including vitamins, minerals, dietary fiber, and antioxidants. The growing awareness of health and wellness has driven consumers to seek products that contain natural, plant-based ingredients like vegetables.

Ayurveda, India's traditional system of medicine, places a strong emphasis on the use

of natural ingredients, including various vegetables, for their health-promoting properties. This has influenced the preference for vegetables in natural food ingredients. Vegetables have cultural and religious significance in various Indian communities and festivals. This cultural attachment has further boosted the demand for vegetables in food preparation and as natural food ingredients. The popularity of snacks and dishes made from vegetables, such as samosas, pakoras, and various curries, has led to a consistent demand for vegetable-based ingredients in the food industry. Many consumers prefer natural ingredients that are fresh and minimally processed. Vegetables often align with this preference, as they are available in their natural form and can be used in a wide range of applications.

### Regional Insights

Based on Region, North India have emerged as the dominating region in the India Natural Food Ingredients Market in 2024. North India is a significant agricultural hub, known to produce a wide variety of natural food ingredients. The region's fertile plains are conducive to the cultivation of spices, grains, herbs, and other ingredients that are in high demand in the food industry. The diverse climate in North India allows for the cultivation of a wide range of crops. For instance, the Himalayan foothills are suitable for growing herbs, while the Indo-Gangetic plains are ideal for crops like wheat, rice, and spices. North India is near some of India's major food markets, including Delhi and the National Capital Region (NCR). This geographical advantage facilitates efficient distribution and access to consumers and food processing industries. North India has a rich culinary tradition that relies on various natural food ingredients. This heritage has led to a continuous demand for authentic ingredients in the preparation of traditional dishes.

### Key Market Players

Zydus Wellness Limited

Naturex India Pvt Ltd

Roha Dyechem Private Limited

Camlin Fine Sciences Ltd.

ADM Agro Industries India Private Limited

E.I. DuPont India Private Limited

Alvin Caramel Colours (India) Pvt. Ltd.

Doehler India Pvt Ltd.

Prasan Solutions (India) Pvt Ltd.

### Report Scope:

In this report, the India Natural Food Ingredients Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### India Natural Food Ingredients Market, By Type:

- o Proteins
- o Vitamins
- o Probiotics
- o Prebiotics
- o Others

#### India Natural Food Ingredients Market, By Source:

- o Fruits
- o Vegetables
- o Grains & Cereals
- o Microbial

- o Animals

- o Others

#### India Natural Food Ingredients Market, By End Use:

- o Health Supplements

- o Functional Foods

- o Sports Nutrition

- o Convenience Foods

- o Others

#### India Natural Food Ingredients Market, By Region:

- o North India

- o South India

- o East India

- o West India

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Natural Food Ingredients Market.

#### Available Customizations:

India Natural Food Ingredients Market report 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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