

India Nutraceuticals Market By Application (Functional Beverages, Functional Food and Dietary Supplements), By Form (Liquid, Tablets, Capsules, Powder, and Others), By Source (Plant, Animal and Microbial), By Distribution Channel (Online, Hypermarkets/Supermarkets, Pharmacies, Specialty Stores), By Region, Competition Forecast & Opportunities, 2028

<https://marketpublishers.com/r/I4F8402994C3EN.html>

Date: February 2023

Pages: 79

Price: US\$ 4,400.00 (Single User License)

ID: I4F8402994C3EN

Abstracts

The India nutraceuticals market stood at USD 5404.18 million in 2022 and is expected to grow at a CAGR of 11.77% during the forecast period. Due to the ongoing pandemic, this industry has recently seen growth. The emphasis on preventive healthcare has helped this industry flourish. India's population has started to believe in immunity-boosting supplements, which has significantly changed consumers' purchasing habits and market behavior. Examples of the flexible shopping habits of consumers of healthcare products include vitamin capsules, chewable tablets, and gummies. During the pandemic, doctors frequently administered vitamin and zinc supplements, creating a growth path for the Indian nutraceuticals market. Furthermore, during the pandemic, preventive healthcare has emerged as a crucial line of defense, demonstrating the nutraceuticals industry's value as a reliable source of income for the populace. The second wave has also observed that the market presence of the nutraceutical industry has grown and will do so going forward.

Increasing Consumers awareness

Consumers are increasingly aware of the compounds in drugs that have undesirable

side effects. Another reason why nutraceuticals are dominating the market is that people are becoming more conscious of the value of proper nutrition and how much better it is to handle situations by providing the body with the appropriate nourishment. Typically made of plants, nutritional supplements are vegetarian. Artificial colors, flavors, gluten, and preservatives are prohibited in high-grade nutraceutical goods.

Changing lifestyles and rising health consciousness

Concerns about body image are no longer only a Western idea because they also impact Indian men and women equally. Millennials and Gen Z in India are becoming increasingly conscious of their weight, eating habits, and physical attractiveness. A customer base like this is increasingly turning to nutraceuticals to shed pounds, improve hair growth, or achieve glowing skin. Additionally, nutraceutical goods give a whole combination of the vitamins, minerals, and amino acids required for hair growth, providing better results than taking several pills separately.

AI technology's involvement

The nutraceutical industry in India has been significantly transformed by artificial intelligence (AI). It has been essential in determining the components needed to treat specific health conditions, allowing makers of nutraceutical goods to tailor their products to the unique needs of each patient using a subscription-based business model.

Market Segmentation

The India nutraceuticals market is segmented by application, form, source, distribution channel, region, and company. Based on Application, the market is divided into Functional Beverages, Functional Food and Dietary Supplements. Based on form, the market is divided into Liquid, Tablets, Capsules, Powder, and Others. Based on Source, the market is divided into Plant, Animal and Microbial. Based on Distribution Channel the market is segmented into Online, Hypermarkets/Supermarkets, Pharmacies and Specialty Stores.

Market Players

Amway India Enterprises Private Limited, Pfizer India Limited, Merck Limited, Bayer India Limited, Abbott India Limited, GlaxoSmithKline Pharmaceuticals Limited, Wockhardt Limited, Himalaya Wellness Company, Baidyanath Group, Herbalife Nutrition Limited, among others are some of the leading companies operating in the

market.

Report Scope:

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

India Nutraceuticals Market, By Application:

Functional Beverages

Functional Food

Dietary Supplements

India Nutraceuticals Market, By Form:

Liquid

Tablets

Capsules

Powder

Others

India Nutraceuticals Market, By Source:

Plant

Animal

Microbial

India Nutraceuticals Market, By Distribution Channel:

Online

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Nutraceuticals 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).

Contents

1. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. IMPACT OF COVID-19 ON INDIA NUTRACEUTICALS MARKET

5. VOICE OF CUSTOMER

5.1. Brand Awareness

5.2. Brand Satisfaction

5.3. Factors Influencing Purchase Decisions

5.4. Product Awareness

6. INDIA NUTRACEUTICALS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value & Volume

6.2. Market Share & Forecast

6.2.1. By Application (Functional Beverages, Functional Food and Dietary Supplements)

6.2.2. By Form (Liquid, Tablets, Capsules, Powder, and Others)

6.2.3. By Source (Plant, Animal and Microbial)

6.2.4. By Distribution Channel (Specialty Stores, Online, Hypermarkets/Supermarkets, Pharmacies)

6.2.5. By Region

6.2.5.1. By State (Top 3 States)

6.2.6. By Company (2022)

6.3. Market Map

7. WEST INDIA NUTRACEUTICALS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Application

- 7.2.2. By Form
- 7.2.3. By Source
- 7.2.4. By Distribution Channel

8. SOUTH INDIA NUTRACEUTICALS MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Application
 - 8.2.2. By Form
 - 8.2.3. By Source
 - 8.2.4. By Distribution Channel

9. NORTH INDIA NUTRACEUTICALS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Application
 - 9.2.2. By Form
 - 9.2.3. By Source
 - 9.2.4. By Distribution Channel

10. EAST INDIA NUTRACEUTICALS MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Application
 - 10.2.2. By Form
 - 10.2.3. By Source
 - 10.2.4. By Distribution Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

13. POLICY & REGULATORY LANDSCAPE

14. INDIA ECONOMIC PROFILE

15. COMPETITIVE LANDSCAPE

- 15.1. Amway India Enterprises Private Limited
- 15.2. Pfizer India Limited
- 15.3. Merck Limited
- 15.4. Bayer India Limited
- 15.5. Abbott India Limited
- 15.6. GlaxoSmithKline Pharmaceuticals Limited
- 15.7. Wockhardt Limited, Dabur Limited
- 15.8. Himalaya Wellness Company
- 15.9. Baidyanath Group
- 15.10. Herbalife Nutrition Limited

16. STRATEGIC RECOMMENDATIONS

List Of Figures

LIST OF FIGURES

- Figure 1: India Nutraceuticals Market Size, By Value (USD Million), 2018-2028F
- Figure 2: India Nutraceuticals Market Size, By Volume (Million Units), 2018-2028F
- Figure 3: India Nutraceuticals Market Size, By Volume (Million Grams), 2018-2028F
- Figure 3: India Nutraceuticals Market Share, By Application, By Value, 2018-2028F
- Figure 4: India Nutraceuticals Market Share, By Form, By Value, 2018-2028F
- Figure 5: India Nutraceuticals Market Share, By Source, By Value, 2018-2028F
- Figure 5: India Nutraceuticals Market Share, By Distribution Channel, By Value, 2018-2028F
- Figure 6: India Nutraceuticals Market Share, By Region, By Value, 2018-2028F
- Figure 11: India Nutraceuticals Market Share, By Company, By Value, 2022
- Figure 12: India Nutraceuticals Market Map, By Application, Market Size (USD Million) & Growth Rate (%), 2022
- Figure 13: India Nutraceuticals Market Map, By Form, Market Size (USD Million) & Growth Rate (%), 2022
- Figure 14: India Nutraceuticals Market Map, By Source, Market Size (USD Million) & Growth Rate (%), 2022
- Figure 15: India Nutraceuticals Market Map, By Distribution Channel, Market Size (USD Million) & Growth Rate (%), 2022
- Figure 16: West India Nutraceuticals Market Size, By Value (USD Million), 2018-2028F
- Figure 15: West India Nutraceuticals Market Share, By Application, By Value, 2018-2028F
- Figure 16: West India Nutraceuticals Market Share, By Form, By Value, 2018-2028F
- Figure 17: West India Nutraceuticals Market Share, By Source, By Value, 2018-2028F
- Figure 18: West India Nutraceuticals Market Share, By Distribution Channel, By Value, 2018- 2028F
- Figure 19: South India Nutraceuticals Market Size, By Value (USD Million), 2018-2028F
- Figure 22: South India Nutraceuticals Market Share, By Application, By Value, 2018-2028F
- Figure 23: South India Nutraceuticals Market Share, By Form, By Value, 2018-2028F
- Figure 24: South India Nutraceuticals Market Share, By Source, By Value, 2018-2028F
- Figure 25: South India Nutraceuticals Market Share, By Distribution Channel, By Value, 2018- 2028F
- Figure 19: North India Nutraceuticals Market Size, By Value (USD Million), 2018-2028F
- Figure 22: North India Nutraceuticals Market Share, By Application, By Value, 2018-2028F

Figure 23: North India Nutraceuticals Market Share, By Form, By Value, 2018-2028F

Figure 24: North India Nutraceuticals Market Share, By Source, By Value, 2018-2028F

Figure 25: North India Nutraceuticals Market Share, By Distribution Channel, By Value, 2018- 2028F

Figure 19: East India Nutraceuticals Market Size, By Value (USD Million), 2018-2028F

Figure 22: East India Nutraceuticals Market Share, By Application, By Value, 2018-2028F

Figure 23: East India Nutraceuticals Market Share, By Form, By Value, 2018-2028F

Figure 24: East India Nutraceuticals Market Share, By Source, By Value, 2018-2028F

Figure 25: East India Nutraceuticals Market Share, By Distribution Channel, By Value, 2018- 2028F

I would like to order

Product name: India Nutraceuticals Market By Application (Functional Beverages, Functional Food and Dietary Supplements), By Form (Liquid, Tablets, Capsules, Powder, and Others), By Source (Plant, Animal and Microbial), By Distribution Channel (Online, Hypermarkets/Supermarkets, Pharmacies, Specialty Stores), By Region, Competition Forecast & Opportunities, 2028

Product link: <https://marketpublishers.com/r/l4F8402994C3EN.html>

Price: US\$ 4,400.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/l4F8402994C3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970