

India Vitamin and Mineral Premixes Market By Type (Vitamins, Minerals, Vitamin & Mineral Combinations), By Form (Powder, Liquid), By Functionality (Bone Health, Skin Health, Energy, Immunity Digestion, Others), By Application (Feed Industry, Food & Beverages, Healthcare, Personal Care, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

India Vitamin and Mineral Premixes Market was valued at USD 550.41 Million in 2024 and is anticipated to project impressive growth in the forecast period with a CAGR of 5.88% through 2030.

The Vitamin and Mineral Premixes Market refers to the industry involved in the production and distribution of customized blends of essential vitamins, minerals, and other nutritional ingredients. These premixes are formulated to meet specific nutritional requirements and are used as additives in various food and beverage products. They play a crucial role in enhancing the nutritional value of these products by ensuring the presence of essential nutrients in appropriate proportions. The Vitamin and Mineral Premixes Market operates within the broader food and beverage industry, serving as a vital component in the development of fortified foods, infant formula, dietary supplements, and functional beverages.

For instance, in July 2024, India's food and drug authorities engaged in discussions to

determine which regulatory body would oversee vitamins and minerals sold above the Recommended Dietary Allowance (RDA). The debate arose due to overlapping jurisdiction between food and pharmaceutical regulators. These talks aimed to establish clear guidelines for product classification, ensuring consumer safety and regulatory clarity in the growing nutraceutical and dietary supplement market in the country. The sector comprises manufacturers, suppliers, and distributors who collaborate with food and beverage companies to develop tailored premix solutions. These companies often position themselves as reliable partners offering expertise in food science, product development, and regulatory compliance. Their objective is to address the specific nutritional needs of various consumer segments, including health-conscious individuals, athletes, the aging population, and individuals with dietary restrictions. The Vitamin and Mineral Premixes Market is closely aligned with evolving consumer trends and market demands. As consumers increasingly prioritize health and wellness, there is a growing demand for products that offer enhanced nutritional benefits.

Key Market Drivers

Growing Fitness Trend

The growing fitness trend in India is expected to fuel the demand for vitamin and mineral premixes in the country. As more Indians embrace healthier lifestyles and become increasingly health-conscious, there is a heightened awareness of the importance of nutrition and the role of vitamins and minerals in overall well-being. This awareness is driving individuals to seek dietary supplements that can complement their fitness routines and address potential nutrient deficiencies. For instance, in 2021, the prevalence of diabetes in India was significant, affecting 9.6% of the adult population, as reported by the IDF Diabetes Atlas 10th Edition. This equated to approximately 77 million people, according to the WHO. Projections indicated a rise to 10.9% by 2045. Also, around 25 million individuals were estimated to be prediabetic, highlighting a growing public health concern related to diabetes and associated metabolic disorders.

Vitamin and mineral premixes offer a convenient and efficient way to ensure that individuals meet their nutritional needs, especially when they are actively engaged in fitness activities. These premixes are designed to provide a balanced blend of essential vitamins and minerals, which are crucial for energy metabolism, muscle function, immune support, and overall health. As fitness enthusiasts look for ways to optimize their workouts and recovery, vitamin and mineral premixes become an attractive choice to support their dietary requirements. The demand for vitamin and mineral premixes is

bolstered by the Indian population's diverse dietary preferences and habits. Vegetarian and vegan diets, which are increasingly popular in India, may lack certain nutrients found in animal-based foods. Vitamin and mineral premixes can bridge these nutrient gaps, making them appealing to individuals following specific dietary patterns.

Key Market Challenges

High Competition in the Market

High competition in the market for vitamin and mineral premixes in India is expected to put downward pressure on demand for these products. As the supplement market becomes increasingly saturated with numerous brands and products, consumers are presented with a wide array of choices, creating a scenario where intense competition could lead to several outcomes that might decrease overall demand. The proliferation of brands and products can create confusion among consumers. With numerous options available, buyers may find it challenging to navigate the market and select the most suitable vitamin and mineral premix for their specific needs. This can lead to decision fatigue and potential delays in making a purchase, ultimately reducing demand. Aggressive price competition can drive down the perceived value of these products. As brands vie for market share, price wars may ensue, resulting in lower prices and thinner profit margins. While price reductions can benefit consumers in the short term, they may also signal lower quality or value, potentially diminishing demand for these supplements.

The concerns related to product quality and safety can emerge in a competitive market. In an attempt to cut costs and compete on price, some manufacturers may compromise on the quality of their vitamin and mineral premixes, potentially leading to quality-related issues that erode consumer trust and demand. The oversaturation of the market could lead to marketing fatigue. Consumers may become desensitized to the marketing efforts of various brands, which could result in reduced effectiveness in promoting these products, thus affecting demand.

Key Market Trends

Alarming Increase in Lifestyle Diseases

The alarming increase in lifestyle diseases in India is expected to have a paradoxical effect on the demand for vitamin and mineral premixes in the country, potentially increasing it. Lifestyle diseases, characterized by conditions like obesity, diabetes,

hypertension, and cardiovascular disorders, often stem from unhealthy dietary habits, sedentary lifestyles, and inadequate nutrition. In response to this growing health crisis, there is a heightened awareness among Indians about the critical role of vitamins and minerals in managing and preventing these conditions.

As lifestyle diseases become more prevalent, individuals are becoming increasingly health-conscious and proactive about their well-being. They are recognizing the importance of balanced nutrition and are seeking ways to improve their dietary habits to address nutrient deficiencies. Vitamin and mineral premixes offer a convenient and reliable solution to ensure that individuals receive essential nutrients that may be lacking in their diets. These premixes provide a comprehensive blend of vitamins and minerals, which can play a pivotal role in supporting overall health and mitigating the risk factors associated with lifestyle diseases. As healthcare professionals and public health campaigns advocate for better nutrition and supplementation, consumers are becoming more receptive to the idea of incorporating vitamin and mineral premixes into their daily routines. These premixes are seen as a proactive step toward optimizing health and reducing the susceptibility to lifestyle-related health conditions.

Key Market Players

AQC Chem. Lab Pvt Ltd.

Fuerst Day Lawson India Pvt Ltd.

DSM India Pvt Ltd

Corbion India Pvt Ltd

Trouw Nutrition India Pvt Ltd

Stern Ingredients India Private Limited

Glanbia India Private Limited

Global Calcium Pvt Ltd

Hexagon Nutrition Limited

Piramal Enterprises Ltd

Report Scope:

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

India Vitamin & Mineral Premixes Market, By Type:

Vitamins

Minerals

Vitamin & Mineral Combinations

India Vitamin & Mineral Premixes Market, By Form:

Powder

Liquid

India Vitamin & Mineral Premixes Market, By Functionality:

Bone Health

Skin Health

Energy

Immunity Digestion

Others

India Vitamin & Mineral Premixes Market, By Application:

Feed Industry

Food & Beverages

Healthcare

Personal Care

Others

India Vitamin & Mineral Premixes Market, By Region:

North India

South India

West India

East India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Vitamin & Mineral Premixes Market.

Available Customizations:

India Vitamin & Mineral Premixes 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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