Opportunities and obstacles in Indiaâ??s nutraceuticals sector

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The dietary supplements industry in India is evolving rapidly, driven by increasing demand for alternative protein sources, natural vitamins, minerals, and holistic supplements. A recent report titled India Nutraceuticals Market, By Region, Competition, Forecast and Opportunities, 2020-2030F has been added to ResearchAndMarkets.comâ??s offerings, providing crucial insights into the growing nutraceuticals sector.

In response to this expanding market, Zydus Wellness has extended its flagship brand, Complan, into the adult nutrition segment with the launch of VieMax. This scientifically formulated drink is enriched with protein, prebiotics, and probiotics, aiming to support muscle health, gut wellness, and overall immunity in adults.

Similarly, Nutrabay, Indiaâ??s leading direct-to-consumer (D2C) sports nutrition and wellness brand, has made its foray into the Ayurvedic supplements market with the introduction of its first product, Shilajit. This launch aligns with the brandâ??s broader strategy to diversify its private-label offerings and meet the rising demand for natural, holistic wellness solutions within Indiaâ??s rapidly expanding nutritional supplements market.

Currently valued at approximately $8.5 billion, Indiaâ??s dietary supplements market is growing at a compound annual growth rate (CAGR) of 10 per cent. While protein supplements dominate the sector, sports nutrition has emerged as a key growth driver, fueled by increased health and fitness awareness among Gen Z and millennials. The industry is continuously evolving, with rising demand for alternative protein sources, natural vitamins, minerals, and supplements (VMS), alongside healthier food options. Brands are responding with continuous innovation and the launch of new product categories to offer consumers high-quality, lab-tested products.

ShreyansJain, Founder and Executive Director of Nutrabay expressed optimism about the future of Indiaâ??s dietary supplements market, which is being propelled by heightened health awareness and modern lifestyle challenges. Jain anticipates continued growth, supported by increased fitness knowledge, greater gym penetration, and rising demand from Tier 2 and Tier 3 cities. He highlighted the importance of innovations in clean-label products and plant-based proteins, which cater to a diverse range of dietary preferences, as crucial drivers of future growth.

However, Jain also pointed out several challenges facing the industry. One significant issue is the prevalence of counterfeit products and misleading labels. To combat these concerns, brands must prioritize stringent quality control, secure necessary certifications, and educate consumers on the importance of product authenticity. Affordability and accessibility remain substantial barriers, as high prices have limited the widespread adoption of dietary supplements.

Jain emphasised that Nutrabay is addressing these challenges by conducting in-house purity tests and optimising its supply chain to deliver high-quality products at more competitive prices.