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Vitafoods India 2026: Powering India's Preventive Health and Wellness Future Opens 4thÂ Edition at JWCC, Mumbai

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India's nutraceutical and wellness sector, already surging from robust demand and innovation, gained fresh momentum today as the 4th edition of Vitafoods India opened at Mumbai's Jio World Convention Centre. The three-day event unites India's nutraceutical, functional food, beverage, and dietary supplement ecosystem from February 11â??13, 2026.

The inaugural ceremony was graced by the esteemed presence of Pritee Chaudhary, IRS, Regional Director, FSSAI, West Region, Mumbai, Dr Krishna Methekar, Joint Director, Food Safety and Standard Authority of India (FSSAI), Mumbai, Kaushik Desai, Secretary General, Health Foods and Dietary Supplements Association (HADSA), Yogev Meushar, Israel Trade Commissioner for Midwest India, Dr. Debjani Roy, Executive Director, Shellac & Forest Products Export Promotion Council (SHEFEXIL), Gopi Shankar, Director - Trade & Industry | Global Victoria, Victorian Government Trade and Investment, State Government of Victoria, Australia, Sandeep Gupta, Founder & Director of the Expert Nutraceutical Advocacy Council (ENAC), Hitesh Patel, Managing Director, K Patel Phytoextraction Pvt Ltd, Gareth Baguley, Brand Director, Vitafoods portfolio, Yogesh Mudras, Managing Director, Informa Markets in India, and other prominent industry leaders, association representatives, and renowned domain experts. This edition anticipates welcoming over 10,000 trade visitors, showcasing over 200 exhibitors, domestic and international, and featuring more than 40 industry experts delivering insights across 19 knowledge-driven sessions.

Indiaâ??s nutraceutical growth stems from demographic and lifestyle shifts, with science-backed nutrition powering preventive healthcare. By 2050, the elderly population will reach 347 million, spurring demand for clean-label functional foods supporting energy, cognition, and metabolic health. A 35 per cent middle class invests in daily wellness, while 5 per cent obesity rates drive weight management solutions, led by 25-45-year-olds blending supplements into routines. These converging trends reinforce the relevance of Vitafoods India as a platform where white foods, nutraceutical innovation, and scalable science-driven solutions come together to address Indiaâ??s evolving health priorities.

Pritee Chaudhary, IRS, Regional Director, FSSAI, West Region, Mumbai, said, â??Indiaâ??s nutraceutical industry is closely aligned with the vision of Viksit Bharat 2047 and represents a strategic pillar for nation-building. Currently representing nearly 2 per cent of the global market, the sectorâ??s long-term potential could surpass pharmaceuticals by at least tenfold, given nutraceuticalsâ?? role in daily preventive healthcare through health supplements, probiotics, and prebiotics. India leverages its strong pharmaceutical expertise, a consultative FSSAI regulatory framework, and a growing manufacturing base in hubs like Gujarat and Himachal Pradesh. With over 60-70 FTAs in place with key markets such as the UK, EU, USA, Mauritius, UAE, and Australia, coupled with rising emphasis on research, molecule development, and scientific validation, the industry is poised to scale responsibly and lead globally over the next five years.â?•

Kaushik Desai, Secretary General, Health Foods and Dietary Supplements Association (HADSA), said, â??The global nutraceutical industry is projected to reach $919 billion by 2030, growing at a CAGR of 7 per cent across functional foods, dietary supplements and personalised nutrition. As the market expands, stronger collaboration between FSSAI and industry is vital to ensure safety, quality, and regulatory compliance, alongside greater emphasis on clinically validated, evidence-based products to reinforce consumer trust. Rising demand for sustainable, plant-based and clean-label solutions, coupled with the growth of e-commerce and direct-to-consumer channels, is accelerating innovation. Indiaâ??s biodiversity and traditional medicine heritage provide a strong foundation for globally competitive offerings, and with focused investment in research, innovation and compliance, the sector can significantly advance preventive healthcare access."

Highlighting the transformation of the Indian botanical ingredients sector, Hitesh Patel, Managing Director, K Patel Phytoextraction Pvt Ltd, stated, â??The botanical ingredients sector in India is growing through structured cultivation, farmer partnerships, sustainable and organic practices, and strict compliance with Japanese, European, and American regulatory standards. Although an earlier 50 per cent American tariff created temporary pressure, the revised 18 per cent rate is expected to stabilise volumes in the coming months, while European supplies remain steady. The industry has evolved from traditional ratio-based Ayurveda formulations to standardised extracts validated through HPLC and GC, and it is now advancing toward clinically researched, scientifically validated ingredients. Platforms like Vitafoods India reflect this transformation and strengthen Indiaâ??s global positioning.â?•

Sandeep Gupta, Founder & Director of the Expert Nutraceutical Advocacy Council (ENAC) said, â??Indiaâ??s nutraceutical sector is at a defining stage of growth. While our share in the global market remains modest, the country possesses strong manufacturing capabilities, rich biodiversity and deep expertise in natural ingredients and phyto extracts that position us for far greater global relevance. The priority now is deeper collaboration across industry, academia and government to strengthen quality, innovation and domestic value creation. By bringing together industry leaders and policymakers to address opportunities and regulatory pathways, we can chart a structured roadmap for sustainable and credible growth.â?•

Yogesh Mudras, Managing Director, Informa Markets in India, said, â??India is entering a decisive decade where nutrition will define the countryâ??s health and productivity outcomes. As per capita disposable income is projected to approach Rs 2.5 lakh by 2030, consumers are consciously investing in preventive health, personalised nutrition, and everyday wellness. This shift is being reinforced by national initiatives such as the National Nutrition Strategy and a steadily evolving regulatory ecosystem under FSSAI, creating a strong foundation for responsible industry growth. In this context, Vitafoods India 2025â??2026 emerges as more than an exhibition. It is a vision platform where science, policy, and innovation align to enable the nutraceutical sector to move from intent to impact and from domestic growth to global leadership.â?•

The show features a powerful line-up of exhibitors acrossÂ ingredients and raw materials,Â branded finished products,Â services and equipment, andÂ contract manufacturing and private label solutions, offering visitors a panoramic view of the industryâ??s present momentum and future direction. The key exhibitors includeÂ KSM-66 Ashwagandha,Â Meteoric Biopharma, Krishna Enzytech / Collagen Lifesciences, Akums Drugs and Pharmaceuticals Ltd, Siddhayu Ayurvedic Research Foundation, Vantage Nutrition, Inhalation Health, Bio-gen Extracts, IMCD India Pvt Ltd, Arjuna Natural, Barentz India Pvt Ltd, Botanic Healthcare Group, BACFO Pharmaceuticals India, Natural Remedies, Lonza Capsules & Health Ingredients, Elmach Packages India Pvt Ltd, Omniactive Health Technologies, Crius Life Sciences Pvt Ltd,Â amongst others.

Arushi Jain, Akums Drugs & Pharmaceuticals Ltd., stated at Vitafoods India, â??Indiaâ??s nutraceutical and Ayurvedic products market is surging, fueled by rising health awareness and a shift toward preventive healthcare. This growth is amplified by increasing incidences of lifestyle diseases, deep-rooted trust in Ayurveda, digital accessibility, and evolving FSSAI and AYUSH regulations. The sector is projected to grow at a 13.6 per cent CAGR to reach $64.83 billion, while Ayurvedic products are set to expand even faster at 18.4 per cent CAGR to $22.37 billion by 2030. Trends like plant-based, clean-label formulations, innovative formats such as gummies and functional beverages, and personalised nutrition are gaining strong traction, particularly among younger urban consumers who weave nutraceuticals into their daily wellness routines.â?•

Puunam G. Kaushik, Dy. Managing Director and Chief Corporate Affairs, Meteoric Biopharmaceuticals Pvt. Ltd., stated, â??The Government of India has allocated Rs 10,000 crore for the biopharmaceutical industry, to be deployed over five years from 2026 to 2031, creating a significant opportunity for companies to scale innovation and capacity. In parallel, the nutraceutical sector is poised for strong expansion, particularly in the Asia Pacific and India, as the global shift toward preventive healthcare has accelerated post-COVID. The market is expected to grow at least threefold over the next five years, driven by rising focus on immunity, nutrition and wellness. At Vitafoods India, the emphasis is on next-generation food ingredients and nutraceutical solutions, including prebiotics, probiotics, synbiotics and emerging postbiotics, along with clinically validated offerings in kidney health, womenâ??s health and gut health, and advancing research in the gut skin microbiome.â?•

Gaurav Soni and Madhu Krishnamani, Founders and Managing Directors, Botanic Healthcare, said, â??At Botanic Healthcare, we develop science-led nutraceutical solutions that combine traditional herbal knowledge with modern delivery technologies to support preventive and lifestyle-led nutrition. As demand rises for clinically validated, high-bioavailability solutions across metabolic health, immunity, skin and vision care, our portfolio reflects a clear shift toward outcome-driven innovation. Womenâ??s wellness remains a key focus area, and at Vitafoods India 2026, we are launching Aspariva, a standardised Shatavari extract developed to support womenâ??s health through evidence-based formulation. Indiaâ??s nutraceutical market is entering a strong growth phase and is projected to reach nearly $60 billion by 2030. Supported by a Rs 250 crore equity investment and the commissioning of our dedicated liposomal manufacturing facility in Hyderabad, we continue to strengthen innovation, clinical validation and global expansion.â?•

Dr Benny Antony, Joint Managing Director, Arjuna Natural Pvt. Ltd., said, â??With Indiaâ??s nutraceutical sector projected to grow from $8â??9 billion to $20â??30 billion by 2030 at a CAGR of 15â??18 per cent, the industry is clearly shifting from general wellness to targeted, clinically supported health solutions. Growth is being driven by rising demand for healthy ageing, metabolic balance, mental wellness, stress resilience, and performance nutrition. In line with these trends, Arjuna Natural is showcasing patented botanical ingredients at the Vitafoods India 2026, including high-bioavailability turmeric, potent ashwagandha, omega-supporting amla extracts, nitrate-rich endurance actives, and cognitive botanicals. Together, these ingredients reflect the growing need for clinically validated, plant-based solutions that strengthen formulation quality and support the next phase of Indiaâ??s nutraceutical value chain.â?•

Beyond the exhibition floor, Vitafoods India 2026 introduced immersive Global Trends Zone, Innovation Zone, and Tasting Zone enabling stakeholders to experience formulations, formats, and flavours shaping tomorrowâ??s wellness consumption.

The show is supported by leading industry bodies including HADSA (Health Foods and Dietary Supplements Association), AFSTI (Mumbai), CASMB (Chamber for Advancement of Small & Medium Businesses) and Women in Nutraceuticals (WIN) reflecting strong institutional endorsement and ecosystem alignment.

Running alongside the exhibition is a three-day conference centred on the theme â??Nutri-Critical 2030: Science, Standards and Scale for Indiaâ??s Global Significanceâ??. The programme will examine key industry imperatives, including regulatory frameworks, labelling and compliance, research and product innovation, personalised nutrition, healthy ageing, women-centric nutrition, functional foods, retail readiness, market access strategies, next-generation consumers (Gen Z and Alpha), microbiome science, protein adequacy, and sustainable nutrition models.

A significant addition to the 2026 edition is the Leaders Roundtable, a closed-door strategic forum developed in collaboration with the Expert Nutraceutical Advocacy Council (ENAC). The roundtable convenes senior professionals from CRAMS, ingredient manufacturing, R&D, regulatory affairs, scientific research, quality assurance, innovation and technology, CROs, policy advocacy, certification, and business strategy to enable structured dialogue on industry challenges and opportunities.

With its balanced focus on business, science, and regulation, Vitafoods India 2026 continues to strengthen its role as a critical enabler in shaping the future trajectory of Indiaâ??s nutraceutical and wellness industry.