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Indiaâ??s Nutraceutical Sector Poised for Tenfold Growth over Pharmaceuticals: FSSAI

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India's nutraceutical and wellness sector, already surging from robust demand and innovation, gained fresh momentum 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, FSSAI; Kaushik Desai, Secretary General, Health Foods & Dietary Supplements Association (HADSA); Sandeep Gupta, Founder & Director of the Expert Nutraceutical Advocacy Council (ENAC); 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.

Speaking at Vitafoods India 2026, 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 & 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."

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?•

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?•

Vitafoods India is supported by leading industry bodies, including HADSA (Health Foods & 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.

The show features a powerful line-up of exhibitors across ingredients and raw materials, branded finished products, services and equipment, and contract manufacturing and private label solutions, offering visitors a panoramic view of the industryâ??s present momentum and future direction. The key exhibitors include KSM-66 Ashwagandha, 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; amongst others.

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.