

Group Mangalam Enters India's Wellness Market with Launch of Neat Everyday

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Group Mangalam, a multinational conglomerate with a rich legacy of 8 decades, has announced its foray into Indian nutraceuticals and wellness sector with the launch of NEAT EVERYDAY- it's a new brand. Marking its retail debut, the brand has simultaneously opened five stores across Ahmedabad, featuring an experience centre at Prernatirth Derasar Road, alongside four strategic outlets at Bodakdev, South Bopal, Memnagar (Surdhara Circle), and Nehrunagar.

This brick-and-mortar rollout aligns with Neat Everyday's long-term strategy to capture a significant share of India's wellness economy by simplifying everyday self-care routines. The flagship store is meticulously designed to offer urban consumers an immersive, interactive, and seamless sensory shopping experience.

A Clean-Label Portfolio Rooted in Science and Purity

Neat Everyday enters the market with a robust portfolio of over 30 meticulously formulated wellness essentials. The entire range is 100 per cent vegan, gluten-free, paraben-free, and crafted from natural ingredients. Catering to the modern consumer's demand for functional, clean-label daily solutions, the brand's offerings are structured across five specialised wellness pillars:

Oils (Nutrient-rich, cold-pressed formulations)

Soft Gels/Capsules (Targeted daily health supplements)

Ghee Capsules (Traditional wellness reimaged for modern convenience)

Moisture and Mist (Clean-label skin and personal care essentials)

Gummies (On-the-go nutrition designed for modern lifestyles)

The launch comes at a time when India's nutraceuticals, wellness, and preventive healthcare sectors are experiencing robust growth. India's nutraceuticals and wellness market is projected to reach approximately \$30 billion by 2027, driven by rising consumer demand for preventive healthcare, clean-label products, and holistic wellness solutions. Across the country, consumers are increasingly prioritising nutrition, immunity, and long-term well-being, fueling rapid growth in dietary supplements and wellness products. Gujarat, in particular, has emerged as a high-potential market, supported by a health-conscious consumer base and growing adoption of premium, science-backed nutraceuticals and wellness offerings.