

India's Nutraceutical Industry Enters a New Phase Driven by Trust

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NSF is a global human health organization that provides science-driven standards, rigorous testing, certification, research and advisory services



India's nutraceutical industry is undergoing significant change. While the market is growing quickly, what's driving that growth is shifting. Customers are increasingly looking for products that are trustworthy and verified by independent sources rather than just flashy advertising.

Market research shows that the industry is thriving. [A report](#) predicts that the Indian nutraceutical market could reach nearly \$85 billion by 2033, with an annual growth rate of over 10 per cent from 2026 to 2033. This growth is mainly fueled by people becoming more aware of health benefits. However, despite these optimistic statistics, there's a serious concern: many consumers do not trust the products they're buying.

One of the biggest challenges in the industry is the lack of trust. As online shopping becomes more popular, it's easier for people to purchase these products. Unfortunately, there are still significant issues like product contamination, harmful chemical residues and misleading labels.

Contamination happens when low-quality or unsafe ingredients are mixed into the products, whether on purpose or by accident. This can affect the product's quality and safety. In the world of nutraceuticals, this might include adding unlisted substances that can artificially boost effectiveness but pose health risks.

This situation is not just an issue in India; it's a global problem that can threaten public health. Contamination can occur due to carelessness during production, confusion about what ingredients should be used, or a lack of proper quality control. Sometimes, it's done intentionally to make more profit. The results can be serious—not only can these products fail to work, but they can also harm consumers and damage the industry's reputation. Reports suggest that around 20 per cent of supplements sold online may be contaminated. Many people mistakenly believe that if a product is labeled as "herbal" or "Ayurvedic," it must be safe, and misleading claims shared on social media can make things even riskier.

Experts in the nutrition and health supplement industry have pointed out that many Indian brands struggle to gain consumer trust more than they do with pricing or availability. Nowadays, many people don't just take ads or endorsements from influencers at face value; instead, they're asking important questions like: Are the ingredients listed in the product accurate? Can the source of these ingredients be tracked? Do the labels match what's actually inside the package? When companies neglect to invest in quality checks, scientific backing, and transparency, it can lead to a loss of trust—not just for their brand but for the entire industry.

In this context, the importance of Good Manufacturing Practices (GMP) is becoming clearer. GMP is not just a regulatory checklist to tick off; it's a fundamental approach that helps companies build trust with consumers. It covers everything in the production process—from managing facilities and training employees to ensuring the raw materials are kept in check and the final products are safe. By following GMP, companies can reduce the chances of contamination, avoid product recalls, and improve their reputation. As consumers become more careful about what they buy, companies that prioritize quality systems will stand out from the competition.

NSF is a global human health organization that provides science-driven standards, rigorous testing, certification, research and advisory services. In 2025, NSF partnered with the Indian Drug Manufacturers' Association (IDMA) to help nutraceutical manufacturers in India. Together, they are working to establish rigorous cGMP standards tailored to local regulatory and operational requirements while aligning with global best practices, which will strengthen the Indian nutraceutical industry.

As part of this partnership, NSF will perform independent audits to evaluate compliance with cGMP standards and issue certifications to qualifying manufacturers. Both organizations will also offer training programs and seminars to help manufacturers understand and apply these practices effectively.

This collaboration is part of the NSF's strategy to address local market demands through services backed by global support. By enhancing manufacturing standards and ensuring consistent, high-quality products, they aim to bolster India's industrial growth.

For businesses looking to enter international markets, it's crucial to meet the GMP requirements set by U.S. regulations if they want to sell nutraceutical products in the United States. In the US, companies must follow specific rules concerning how they manufacture, package, label, and store these products. These rules ensure quality and safety and are outlined in a section of the law called 21 CFR Part 111.

Meeting these requirements is also very important for global buyers when choosing suppliers. NSF offers a global cGMP program that helps businesses comply with U.S. FDA regulations. Part of the challenge that NSF helps manufacturers with is getting their facilities registered with the U.S. FDA, which is a necessary step before they can enroll in the NSF program.

India's nutraceutical market is at an important crossroads. In the future, success will rely more on trust, proven results and compliance with regulations. Companies that prioritize independent verification and invest in quality assurance will earn consumer trust and more business opportunities in the global market.

In this industry, trust is the key to success. Those who understand this will have an advantage in India's nutraceutical industry's competitive landscape.