

NUTRACEUTICAL MARKET- INDIA

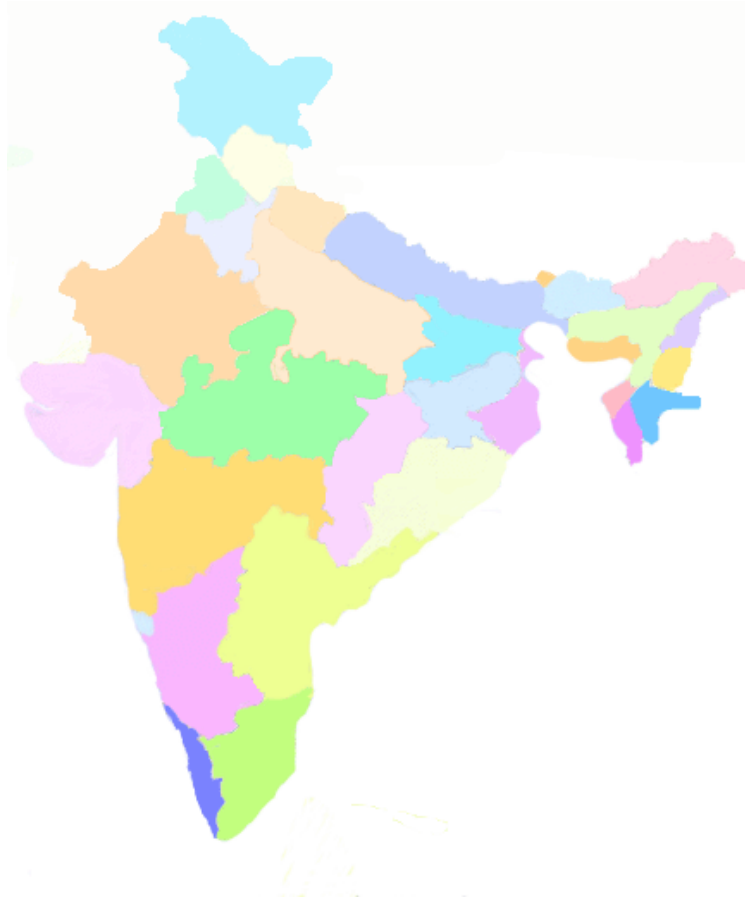


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RESEARCH SCOPE

The term “Nutraceutical” was coined in 1989 by Dr. Stephen L.DeFelice, founder and chairman of the Foundation of Innovation Medicine, New Jersey. Nutraceutical has been evolving and broadly covers natural, bioactive, and chemical compounds with medicinal properties that promote health and prevent diseases. For the purposes of this study, the Nutraceutical market is divided into the following categories:

- ❑ **Dietary health supplements (DHS)**- Products taken orally that contain one or more ingredients (as vitamins or amino acids) intended to supplement one's diet.
- ❑ **Functional food (FF)**–The Food Safety and Standards Authority of India (FSSAI) defines “functional foods,” processed or formulated food to satisfy dietary requirements in order to treat specific diseases and disorders or certain physical or physiological conditions.
- ❑ **Functional beverage (FB)**–Beverages with added ingredients, such as herbs, vitamins, minerals, amino acids, additional raw fruit or vegetables that claim to provide specific health benefits.

This report provides an overview of the Nutraceutical market in India, latest trends, growth drivers and challenges being faced by the industry. This report captures the following information:

- ❑ Indian Nutraceutical Market –Market Size, Growth Rate, Forecast 2011-2019
- ❑ Market Analysis: Functional Food, Functional Beverage, and Dietary Supplements
- ❑ Regulatory Landscape
- ❑ Strategic Recommendations

WHO ARE WE

Verify Markets is a Research Firm specializing in Industrial, Environmental, Energy and Water markets. Our Research & Consulting practice provides global industry analysis, custom engagements, end-user analysis, strategy consulting, strategic market intelligence, and forecasts that are designed to facilitate strategic decision-making. Our team of consultants, industry experts and analysts continually monitor and evaluate information to create insights for your business needs. We are comprised of a group of analysts that have been tracking their respective markets for a number of years.

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Claim Validation

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METHODOLOGY USED BY VERIFY MARKETS

The methodology used for formulating market trend projections is outlined below.

1. Historical trends were determined through secondary research and Verify Markets in-house database.
2. Secondary research was conducted. A list of key industry participants was put together.
3. Telephonic interviews were conducted. Most of the leading participants across the country were contacted.
4. Bottom up methodology was used to calculate the market size.
5. Market drivers and restraints were built into the forecasting model to estimate the revenue growth and market size figures.

Profiles of Interviewees: Vice Presidents, Marketing Managers, Business Development Managers, Brand Managers, CEO's (for smaller companies). Most of the primary interview data was captured through telephonic interviews. Company contacts and preliminary data was captured through secondary research.

For questions or more information, please
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