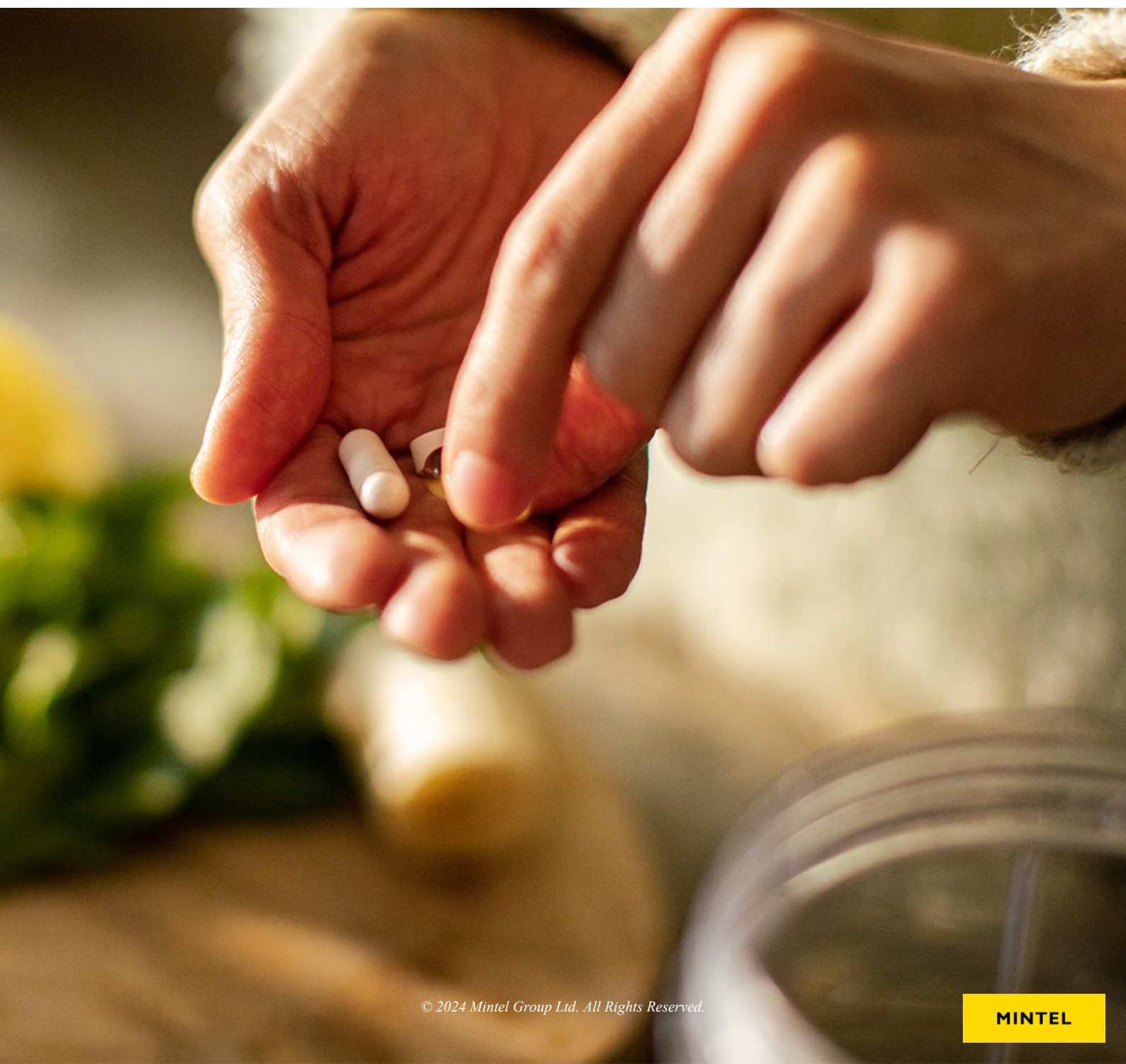


NUTRACEUTICALS: VITAMINS, MINERALS & SUPPLEMENTS – INDIA – 2023

Boost usage of VMS by positioning products that support healthy ageing and mental wellbeing. Offer enhanced/easy absorption to showcase efficacy.



Anamika Banerji,
Research Analyst - Food
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Nutraceuticals: Vitamins, Minerals & Supplements - India - 2023

This report looks at the following areas:

- Usage of vitamins, minerals and supplements (VMS) and potential to grow in the Indian market
- Opportunity to position VMS products as an aid to healthy ageing; age-wise outlook towards healthy ageing; health priorities of consumers who want to delay ageing
- Health benefits of interest; opportunity to tap into the interest in the mental wellness space; weight loss and brain health as emerging areas of interest
- Factors that motivate consumers to choose one VMS product over another in the crowded space
- Potential to personalise VMS – target audience, drivers
- Classification of consumers into wellness segments based on wellness-related activities; positioning VMS as per the needs of different segments



Boost usage of VMS by positioning products that support healthy ageing and mental wellbeing. Offer enhanced/easy absorption to showcase efficacy.

Overview

The need for VMS is evolving, from being majorly driven by doctors' prescriptions to being solutions that consumers proactively seek for preventive healthcare and healthy ageing. The usage of VMS has remained stable over the last one year and is likely to grow as almost a quarter of VMS users express their intention to spend more on the category in the next year.

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Positive ageing or healthy ageing is relevant not only for seniors but also for the youth. The VMS category is well placed to offer solutions for improving quality of life for seniors and to kickstart the early prevention of age-related diseases with positive nutrition from a young age. Mental wellbeing and protection of vital organs can be two key areas of focus for innovations in healthy ageing.

Energy and immunity are top health priorities of consumers, closely followed by mental wellbeing and digestive health. Time is ripe to bolster innovation in the mental wellness space, with **67%** of Indians strongly agreeing that maintaining good mental health is key to overall wellbeing.

Choosing a product in the crowded space is a challenge for consumers. The report throws light on the top features that can motivate consumers to pick one product over another. Moreover, the interest and willingness to pay a premium for personalised offerings is discussed.

Based on wellness-related behaviours, consumers are classified into three wellness segments. The opportunities to position VMS products for these segments are highlighted in the report.

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Report Content

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- Mintel's perspective

Key issues covered in this Report

- Overview
- Offer mental wellbeing as a route to delayed ageing
- Communicate superior absorption to prove efficacy
- VMS users are warming up to the idea of personalised supplements
- The outlook for the VMS category

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About Mintel India Consumer

Access our reports now and we'll tell you how major trends are affecting India. We also hone in on the regional differences from socio-economic groups to demographics such as age, gender and household composition. We research consumers in Metro and Tier 1 to 3 cities across the 4 main regions and in 6 local languages.

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02

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