

VITAMINS & SUPPLEMENTS – INDIAN CONSUMER – 2018

Fortify vitamins and supplements to provide multi-functional benefits. Play on the format to make it consumable on a daily basis and drive growth.



Rimpie Tulsiani, Sr. Beauty
& Personal Care Analyst,
India



Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Address the nutrition deficiency of Indian consumers with fortified vitamins and supplements; play on the sensory needs to endear VMS
- Green tea benefits are being extended to overall health and wellness
- Green tea is being communicated as a means for weight loss
- Brands are creating products fortified with essential nutrients for the health-conscious modern Indian woman
- Growing health consciousness is widening the market for protein-infused products
- Educate consumers about the preventive abilities of VMS
- Extend regular daily food and drink formats with added vitamins/supplements
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Use supplements to help Indians meet their daily recommended quantity of fruits and vegetables
- Focus on food fortification of packaged foods to suit evolving lifestyles
- Government makes food fortification mandatory
- Keep botanical as a hero ingredient for therapeutic purposes

Global trends and how they are playing out in India

- Continue to respond to the health needs of consumers
- Take a cue from mainstream brands – added health benefits
- VMS brands have a moral responsibility to prove their credibility in this ever connected world

CONSUMER INSIGHTS

- What you need to know
- Create awareness about the advantages of VMS to drive growth in this low-consumption category
 - Graph 1: Vitamins and dietary supplements launches, 2014-18

VMS consumption

- Tailor weight-management solutions for women aged 18-34 years
- Offer specific solutions tailored for men and women based on their health concerns

Vitamins & Supplements – Indian Consumer – 2018

– Graph 2: Reasons for VMS consumption – select, by gender, May 2018

- Help stressed younger consumers with brain health and energy supplements
- All-natural juices with herbs and super fruits cater to different functional needs, but without sugar
- Fuse food and beauty to target the North Indian consumers
- Build on the high potential showcased by recent edible beauty product launches
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– Graph 3: [no title]

- Tap the older consumers with immunity boosters
- Take digestive supplements beyond yoghurt for on-the-go men

Attitudes and influencers

- Highlight the health and therapeutic benefits of natural and botanical ingredients
 - Graph 4: Vitamins and dietary supplements launches with a "natural" claim, 2015-18
- Devise new age offerings to help older consumers be regular with their VMS intake
- Set up reminders for older consumers to pop their VMS pills
- Help older female consumers understand their deficiencies with home testing kits
- Cater to stressed mums with on-the-go appearance enhancing VMS products
- Utilise pharmacists to offer expert help to consumers
- Promote VMS in non-traditional formats
- Preference of formats for VMS consumption varies across regions
 - Graph 5: Preference of format for VMS consumption – select, by region, May 2018
- Use social media to market products from established brands
- Use word-of-mouth channels to build brand image

MARKET APPLICATIONS

- Opportunity: key areas of focus

Opportunities

- Design different formats as per lifestages for seasonal immunity boosters
- Cipla brings a unique nutritional supplement for your kids.
- Bundle ingestible beauty as a package with topical application products
- Formulate non-dairy formats for probiotics for lactose-intolerant Indians

Who's innovating?

- Blue tea is the new weight loss drink
- Fortification of protein in ice cream powder
- An alternative device now offers glucose, vitamin D and cholesterol testing when connected to a smartphone
- Wellness startups offer dietary supplements for stress and eye fatigue

Global innovations

- Draw inspiration from personalised subscriptions of daily vitamin packs
- Baze offers consumers a personalised supplement plan based on blood micronutrient analysis
- Probiotics, edible beauty and immunity boosters in non-traditional daily consumption formats

APPENDIX

- Consumer survey methodology

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