

Dietary Supplements in India

November 2023

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Dietary Supplements in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers are bridging nutritional gaps with dietary supplements
General health-focused dietary supplements dominate
Brands are making efforts to expand their reach amongst younger consumers

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Wide total addressable market likely to benefit growth of the category
Promising future to attract fmcg companies to explore the space
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