Euromonitor International

Dietary Supplements in India

October 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Wellbeing Nutrition reframes collagen as daily skin nutrition
Jan Aushadhi broadens access with affordable ayurvedic launches
GNC shifts focus to ingredient forms and bioavailability
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Influencer content and transparency claims set to win consumer trust
Locally tailored products and format innovation will drive adoption
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Herbalife leverages brand strength as specialists gain ground
Hindustan Unilever and USV acquisitions reshape dynamics of dietary supplements
Product innovation bridges gaps in nutrition
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Direct selling sustains its lead through trust-based engagement
Retail e-commerce accelerates as the principal challenger

PRODUCTS

The strategic forces behind new product development
Innovation in practice across the category
The commercial consequences of product innovation

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dietary-supplements-in-india/report.