

Impact Of Nutraceutical Sector In Post COVID Era

Preventive healthcare has become an important line of defense during the pandemic proving the nutraceuticals sector to be a strong economic partner to the people.



21 June, 2021 by Kamayani Naresh

India's nutraceutical market is poised to be a global leader at USD 4-5 billion. Experts and reports suggested that it will grow to approximately USD 18 billion by 2025. The dietary supplements market in India is valued at USD 3924.44 million in 2020 and reports say that it will reach USD 10,198.57 million by 2026. It puts the industry at a 22 per cent growth rate year on year.

This industry has risen in the past few years and recently a boost due to the ongoing pandemic. The focus on preventive healthcare has contributed to the growth of this sector. The population across India has begun to believe in immunity-boosting supplements and has led to a significant shift in buying patterns and market behavior. Vitamin capsules, chewable tablets and gummies are examples of the open-minded buying behavior of consumers of healthcare products. Vitamin and zinc supplements are also those commonly prescribed by doctors during the pandemic. Making a growth path for the nutraceuticals market in India.

Preventive healthcare has become an important line of defense during the pandemic proving the nutraceuticals sector to be a strong economic partner to the people. Even after the intensity of the pandemic dropped, nutraceuticals continued to be preferred. The second wave too has seen that the nutraceutical sector has built and will continue to grow its presence in the market.

Noteworthy trends keeping the sector on the growth path

- The changing consumer preferences and shift towards preventive care are making the sector sustainable. The stable growth is thanks to the onset of the pandemic.

- It is preventive care for all age groups with no side effects. It provides adequate nutrition to children who have trouble with eating green leafy vegetables for example. It is available in different shapes, colors, and sizes to make it appealing to children.

- According to statistics, 15 per cent of our population is undernourished. Various initiatives such as Integrated Child Development Services (ICDS) program, National Health Mission (NHM), and the mid-day meal scheme are helping with nourishment reaching all. The World Bank has said that the country loses about US\$12 billion in Gross Domestic Product (GDP) to malnourishment. Nutraceuticals can play a vital role in eradicating malnutrition and paving a bridge between government efforts and the population.

The current situation paints a brighter picture for the future where the Indian nutraceutical industry could help the global pharmaceutical industry grow. It is an industry that is regulated by the Food Safety and Standards Authority of India (FSSAI) which comes under the Ministry of Food Processing Industries (MOFPI). Due to the limited attention given by the FSSAI, the sector cannot achieve its full potential in the export market.

Since the Government is unable to support the exponential growth of the industry. It may give rise to the need of creating a supporting organization that can promote resolutions for grievances, Harmonized System of Nomenclature (HSN) treasury and export promotion initiatives by a comprehensive strong regulatory body to promote the sector.

Special financial assistance or packages, HSN code structure, and tax breaks for analysis and experimentation during clinical studies. It will boost the industry and contribute positively to public health. The public-private partnership (PPP) model will also help drive growth and penetration of markets across the country to enhance nutrition among unprivileged segments of society.

The nutraceuticals industry can be a saving grace for public health and expensive modern medicine.