

Vitamins in India

January 2025

Table of Contents

Vitamins in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth for single vitamins outpaces that of multivitamins, due to higher awareness and targeted approaches Multivitamins cater to diverse age groups and nutritional needs

Competition intensifies in vitamins in India in 2024

PROSPECTS AND OPPORTUNITIES

Vitamins B and D set to continue to lead single vitamins in the forecast period

Emerging formats will continue attracting consumers in vitamins

Online channels to drive growth for vitamins in the forecast period

CATEGORY DATA

- Table 1 Sales of Vitamins by Category: Value 2019-2024
- Table 2 Sales of Vitamins by Category: % Value Growth 2019-2024
- Table 3 Sales of Multivitamins by Positioning: % Value 2019-2024
- Table 4 NBO Company Shares of Vitamins: % Value 2020-2024
- Table 5 LBN Brand Shares of Vitamins: % Value 2021-2024
- Table 6 Forecast Sales of Vitamins by Category: Value 2024-2029
- Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

Consumer Health in India - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 9 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 10 Sales of Consumer Health by Category: Value 2019-2024
- Table 11 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 13 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 15 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 16 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 17 Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 18 Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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 focusing 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/vitamins-in-india/report.