

FOR IMMEDIATE RELEASE

Increasing healthcare spending is driving the nutraceuticals consumption in India, finds Netscribes

Netscribes (India) Pvt. Ltd., updates its Nutraceuticals Market in India report covering a market which has a strong foothold in India and is set to boom in the near future. It is a part of Netscribes' Healthcare Industry Series reports.

Mumbai, India – July 27, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its updated report – Nutraceuticals Market in India. The consumption of functional foods and beverages is growing in India owing to the health consciousness amongst consumers. Due to changing patterns of healthcare spending, newer varieties of food and beverages in the form of probiotics is increasing. This phenomenon is providing opportunities to the players to expand their reach and product varieties. The report contains an updated section on probiotic market in India and the developments that have taken place in this segment of the market.

The report begins with an introduction to the overall nutraceuticals market and its classification on the basis of the ingredients and benefits incurred from them. This is followed by the market overview section which includes the market size and growth as well as the market share of various segments namely functional foods, dietary supplements and functional beverages. A detailed description of each segment in the market has been provided along with the dominant products in the said category. Focusing on one the major sub-segments, an overview of the probiotic market in India has been included. This segment has been highlighted owing to the fact that it is one of the most promising categories under the nutraceutical market and has huge growth potential in the near future with growing interests of the players both in the pharma segment and the finished packaged food product providers. The genesis of probiotics has been highlighted showing the types dominant in India and the key therapeutic benefits derived from them. This section also contains information regarding the market size and growth of probiotics in India as well as the key segments and the active players in this space.

This is followed by an analysis of the drivers in the market including increasing shift towards preventive therapies, increase in disposable income, increasing shift towards self-medication, increase in healthcare spending, ageing population, growth in pharma and wellness related retail chains, and favorable pricing environment. The key challenges identified include lack of standardization, high pricing, lack of awareness and marketing and distribution challenges. The key trends in the market have also been identified which include fortified foods, ayurvedic nutraceuticals, foreign tie-ups and initiatives by players to educate consumers. Furthermore, the report also covers the government regulations in the market including the Food Safety and Standards Act 2006.

The competition section provides information regarding the overall market share of major players as well as the market share of players in the health food drinks segment in India. A clear segmentation of the players has been done indicating the segments they operate in. A brief profile of the various companies that operate in the market has been provided. The PE investments in the market have also been highlighted; followed by the key development section that includes the recent happenings in the industry.

For more details on the content of each report and ordering information please contact:

Gagan Uppal

Tel: +91-96191-00122

Email: gagan.uppal@netscribes.com

Gaurav Kumar

Tel: +91-98303-09715

Email: gaurav.kumar@netscribes.com

About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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