

## Indian Nutraceuticals Market Forecast to 2017

**Description:** India is the most potential market for Nutraceuticals and Dietary Supplement products. The burgeoning affluent middle class population in the country is increasingly becoming health conscious. The awareness about the positive impact of using nutraceuticals and dietary supplements is the new phenomenon among the young Indians.

In India nearly 400 million people belong to the middle class and have the disposable income which made them capable to buy nutraceuticals and dietary supplements. It is an inevitable fact that affluence is one of the causes of lifestyle diseases, which nutraceuticals and dietary supplements often address.

Over the past five years (2008-2012), the Indian Nutraceuticals Market has been growing at a rapid pace. The Indian Nutraceuticals market is the fastest growing sector among other sectors of Indian food and Pharmaceuticals market and is expected to sustain its growth in the coming years.

Indian Nutraceuticals Market Forecast to 2017 is a comprehensive research that contains detail statistics, in-depth analysis, and quality research on Indian Nutraceuticals Market.

The report categorizes Indian Nutraceuticals Market into three segments such as Functional Foods Market, Functional Beverages Market, and Dietary Supplements Market to provide a detailed overview of past and present performance of each segment. The segment-wise future outlook has been given in the report which will help readers to identify the future growth spots and the market target.

Also, the report categorizes each segment into sub-segments to provide a detailed overview of past and present performance of each sub-segment.

The report helps readers to understand the Indian consumer behavior and their preferences and the real scenario of the food retail sector in the country.

The report, also, focuses various distribution networks existing in the Indian market and the market trends, potential future growth areas, and challenges for the sector.

The report covers elaborate analysis of the key players, both local and international, to help clients understand the market, its structure and progress in the coming years.

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