



# Dietary Supplements in India

January 2026

Table of Contents

## Dietary Supplements in India - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Dietary supplements approach near double-digit value growth  
Traditional players lead while direct-to-consumer brands reshape engagement  
Direct selling dominates while e-commerce gains ground in India

#### PROSPECTS AND OPPORTUNITIES

Trust, transparency, and influencer-led education will drive future growth  
Innovations in formats and formulations is set to pull younger consumers into dietary supplements  
Beauty supplements are expected to blur the boundary between beauty and wellness

#### CATEGORY DATA

Table 1 - Sales of Dietary Supplements by Category: Value 2020-2025  
Table 2 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025  
Table 3 - Sales of Dietary Supplements by Positioning: % Value 2020-2025  
Table 4 - NBO Company Shares of Dietary Supplements: % Value 2021-2025  
Table 5 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025  
Table 6 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030  
Table 7 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

## Consumer Health in India - Industry Overview

### EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

### MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025  
Table 9 - Life Expectancy at Birth 2020-2025

### MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2020-2025  
Table 11 - Sales of Consumer Health by Category: % Value Growth 2020-2025  
Table 12 - NBO Company Shares of Consumer Health: % Value 2021-2025  
Table 13 - LBN Brand Shares of Consumer Health: % Value 2022-2025  
Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025  
Table 15 - Distribution of Consumer Health by Format: % Value 2020-2025  
Table 16 - Distribution of Consumer Health by Format and Category: % Value 2025  
Table 17 - Forecast Sales of Consumer Health by Category: Value 2025-2030  
Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

### 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 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](http://www.euromonitor.com/dietary-supplements-in-india/report).