



Euromonitor  
International

# Dietary Supplements in India

January 2026

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## 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  
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### DISCLAIMER

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