

[Indian Health Food & Beverages Market: Trends & Opportunities (2012-2017)]



View Report Details

Executive Summary

The rising level of awareness regarding the suitability, availability, and benefits of using health food products has helped the market grow manifold over these years. The United States remains the largest consumer of health & wellness market globally. The rise in chronic diseases around the globe along with changes in lifestyle of global population are forcing the population to mend the eating and living habits. General wellbeing products, including organic food items, top the preference chart of consumers around the globe.

Despite the fact that the consumer has become more rational in his purchases, the health foods & beverages market has witnessed significant growth in the past few years. This implies that health & wellness quotient remains on top in the list of priorities of the majority of consumers worldwide. Various factors have been responsible for the continuous growth in the health & wellness market for the past few years, such as rising obesity levels, increasing diabetes outbreak, etc. In 2011, natural food items attracted maximum number of sales in the global health food market. The growing popularity of organic foods is expected to drive changes in the market share holding pattern in the years to come.

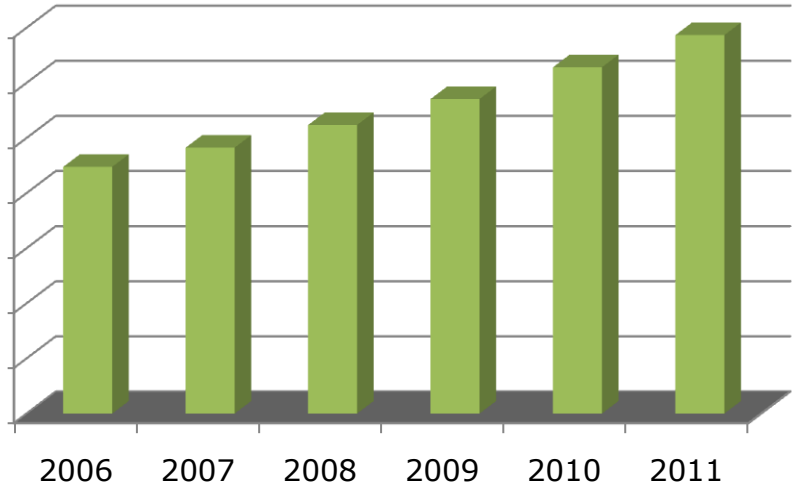
The health & wellness market of India has been growing at healthy rate since the past few years, chiefly due to the growing awareness for healthier lifestyle. The health food and beverages market in India is witnessing double digit year-on-year growth for quite a few years now, as a result of changing lifestyle, improving disposable income, growing health awareness, etc. Malted food products, baby food products, and cooking oils are the top three preferred products in the health food and beverages market of India. Other popular health food segments are energy drinks, Chyawanprash, fruit juices, butter alternatives, digestive biscuits, health drinks, etc.

The health trends are continuously changing in the country where the citizens are becoming proactive instead of reactive, which reflects in their consumption pattern. The population is moving towards healthier food options and thus the demand for health food & beverages is continuously rising in the country. The level of awareness about the health food & beverages is limited to the urban areas of the country, which the rural population is not conscious of their importance, benefits, and availability. It is a potential factor deterring the growth of Indian health food market.

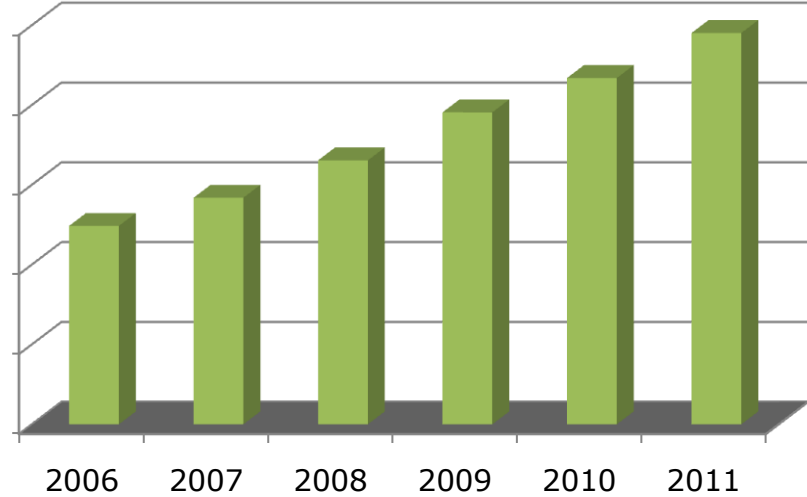
Health Foods & Beverages Market: Overview

Over 170 different cord blood banking service providers are offering services in different regions of the world. This number is expected to grow significantly in the coming five years.

Global Health & Wellness Market Size, 2006-2011 (US\$ Billion)



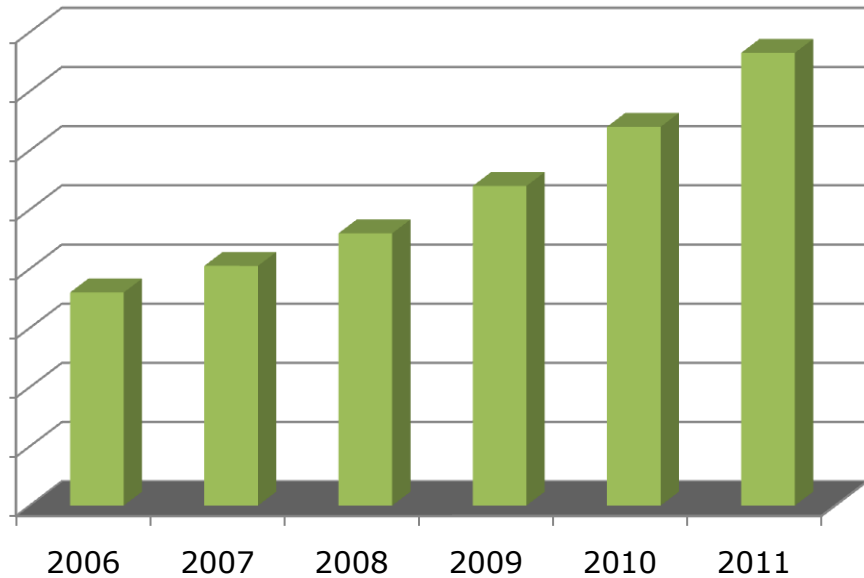
Indian Health Food & Beverages Market Size, 2006-2011 (US\$ Billion)



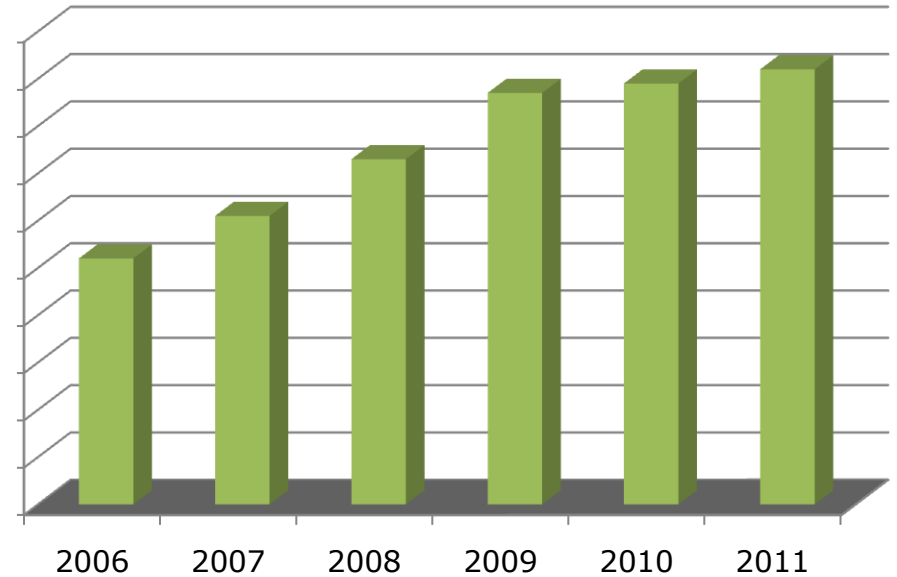
- There has been notable growth in the global health food & beverages market as well as health food & beverages market in India in the past few years. The market size is projected to reach and is estimated to grow at a CAGR of ...% for the 5 year period from 2012 to 2017.
- The major growth drivers for the health food & beverages market in India are

Indian Health Food & Beverages Market: Overview

Indian Health Food Market Size, 2006-2011 (US\$ Billion)



Indian Health Beverages Market Size, 2006-2011 (US\$ Billion)



- The health food segment of the health food & beverages market in India grew at a compound annual growth rate of ...%
- The main reasons for this growth included
- The beverages segment of the Indian health food & beverages market grew at a compound annual growth rate of ...% from ... to ...

Market Trends

Organic Foods Biggest Competitor in Health Food Market

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Health & Convenience Catchphrases Driving the Food Industry

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Using Diet to Improve Health Conditions

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Leading Nutritional Ingredient Trends

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