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India's fitness supplement industry has a promising future ahead

The Indian Fitness supplement industry has attained considerable growth in the past few years as reflected in the growing revenues generated by the sector, which is set to further accelerate in the months ahead.

By Sanchita Jindal



Fitness and wellness are no longer a distant dream for the common person. People have become more conscious about their health and weight. People have also been motivated to embrace a healthier way of life due to the continuous rise in medical conditions. This calls for the need for a balanced diet and a dedicated exercise regime along with sufficient sleep. It is, therefore, no surprise that increasing numbers of people have begun to hit the gym to shed the extra pounds.

However, fitness cannot be achieved by only exercise; it also needs a nutrient-rich diet. Unfortunately, it might not always be feasible to get adequate nutrients from a regular diet. People might require additional fitness supplements to compensate for the nutrient deficiency. The Indian Fitness supplement industry has attained considerable growth in the past few years and this is reflected in the growing revenues generated by the sector. Here are some fascinating facts about this segment.

Market Size: The revenue generated by the fitness market in India was over 900 million dollars until 2018. This is predicted to grow gradually by a CAGR of 9.3% by the end of 2020. The fitness industry is inclusive of gym equipment and health supplements. The rise is seen in both sectors, and the revenue is expected to be at 1296 million USD. The sports nutrition segment has also grown parallel with the generic segment. One of the notable aspects of this development in this segment is that the Indian companies have come to garner the audience's attention. This progression could cause a positive revolution in the fitness supplement industry.

Growth Opportunities: The fitness segment has been experiencing growth opportunities like never before. The public, especially the younger generation, has become health conscious. This has pushed them to take corrective action that includes joining a fitness centre and following a proper diet.

This has also opened up opportunities for gyms, supplement manufacturers and an array of allied industries. Consumers who initially preferred foreign products are gradually willing to provide a chance to Indian companies, which has opened up opportunities for domestic players.

Key Trends: The trend evolution is seen in various aspects of the fitness industry. New companies have ventured into the market and launched their version of products. The technological advancements are prompting the segment to improve product quality and enhance the consumer experience. The health supplement products are categorised into unique segments based on their formulation and forms. Liquid encapsulations help the products to retain moisture and avoid external pollutants. The quality of Indian nutrient supplements has also attained global standards. The deficiency of protein intake in the general diet has increased the demand for protein-rich supplements and diets, making them popular amongst the masses.

Challenges: The primary challenge faced by the Indian supplement industry is the lack of credibility among the consumers. This is mainly due to the excessive supply of counterfeit products in the market. Consumers prefer global companies due to their product quality and reliability of the brands. The lack of regulations in the system has caused severe damage to the segment. However, this scenario is slowly changing and Indian companies have begun establishing their presence in the market. The Fit India movement has paved the way for the wellness agencies and brands to create a better and healthier fitness supplement segment. **PG**



The writer is Founder, OSOAA, a new player in the Health and Wellness industry, which has come up with authentic nutrition-rich products in the market and wants to make the nation healthier through its various initiatives.