

Joint Event on

NUTRACEUTICALS & DIET- NUTRITION 2018

May 14-15, 2018 | Singapore City, Singapore

India: Next emerging Giant in Nutraceuticals

Amit Srivastava
Dr Reddys Labs, India

Nutrition was never a domain of consumers. 5000 BC, Ayurveda system had defined the type of food to be consumed at the specific time of day. It's food chemistry that interacts with the larger biochemistry of humans. The casual approach towards nutrition has spun off 650 million Indians who are calorific sufficient and yet malnourished on one end and then over 90 million Indians who are abusing nutraceuticals in the mad rush to be perfectly healthy! This has resulted in complex health issues to manage. Thanks to the growth of the economy, spending power, awareness of financial load due to medical ailments and the intense network of information flow, India is all poised to be USD 6 billion nutraceutical markets by 2020. The presentation will focus on key trends in American nutrition evolution since 1830, and how is India following similar trends.

The presentation will simulate potential near future of nutraceutical market in India based on the trends and comparisons to what happened in USA. The trends would also showcase evolving channels and recommended channels to look for when venturing into Indian market.

Case 1: A case study of how companies are innovating in developing nutraceutical format aligned to usage pattern of consumers and the heritage touch for better compliance – Particularly in the disease condition.

Case 2: Fueling the Growth: The nutraceutical park complexes of India: An ambitious drive of Government of India. Exciting opportunity for nutraceutical industry worldwide those have focused on India.

getamitrightnow@gmail.com