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How nutricosmetics are gaining traction

A notable development is the rise of edible skincare routines, where individuals incorporate superfoods and vitamins into their diets to enhance skin health

By **Shraddha Warde** | January 30, 2025



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The quest for radiant skin, lustrous hair, and overall beauty is no longer confined to topical creams and serums. Consumers embrace a holistic approach to beauty, recognising the profound connection between inner health and outer radiance. This shift in perspective is fueling remarkable growth in the nutricosmetics market, where ingestible beauty solutions are gaining as a complementary approach to traditional skincare.

India is witnessing a significant convergence of nutrition and skincare, reflecting a holistic approach to beauty and wellness. A notable development is the rise of edible skincare routines, where individuals incorporate superfoods and vitamins into their diets to enhance skin health. This approach includes consuming collagen-rich foods and supplements to improve skin elasticity and hydration. Indian consumers, particularly Gen Z, are increasingly prioritising lifestyle changes over traditional skincare products. An April 2024 study by Mintel reveals that 33 per cent of Indian Gen Z individuals prefer adopting healthy diets and proper sleep patterns to address skin issues, indicating a shift towards internal wellness for skin health. Recognising this shift, beauty and wellness brands and nutraceuticals companies in India are expanding their product lines to include ingestible beauty supplements in the existing product portfolio. Also known as nutricosmetics or ingestible beauty supplements, these products are designed to enhance beauty by providing essential nutrients.

The Asia-Pacific region, including India, is emerging as a significant market for nutricosmetics. According to Cognitive Market Research, the region commands a substantial 26 per cent market share, indicating a strong consumer base and growth potential. “In contemporary society, the beauty model has turned from superficial to accepting a deeper concept of beauty. The rise of 'beauty from within' supplements is transforming the concept of skincare and wellness.

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