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Vitafoods India 2025 ignites powerful knowledge exchange, elevating future of nutraceuticals

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By **Shraddha Warde** | February 6, 2025



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The 3rd edition of Vitafoods India, organised by Informa Markets in India, India’s leading B2B exhibition organiser, commenced at Pavilion 1-2, Jio World Convention Center, Mumbai. Taking place from 5th to 7th February 2025, the event serves as a premier platform tailored to the rapidly evolving Indian nutraceutical market. This year, the event featured 136 domestic and 23 international exhibitors, with over 35 expert speakers offering insights into industry trends. The event drew participation from distributors, procurement managers, R&D specialists, regulatory affairs professionals, and product development experts.

With over 8,000 visitors in the next three days, Vitafoods India 2025 continues to solidify its position as a leading networking and knowledge-sharing hub for the nutraceutical ecosystem. Amid projections of India’s nutritional supplements market reaching $68.42 billion by 2030 at a CAGR of 8.0%, the event serves as a critical platform for exploring innovations and opportunities driving the future of health and wellness.

The esteemed expo was graced by distinguished dignitaries, including Chief Guest Dr Subrata Gupta, IAS, Secretary, Ministry of Food Processing Industries, Govt. of India; Dr Manoj Nesari, Advisor, Ayurveda, Ministry of AYUSH, Govt. of India; Mumbai; Dr Meenakshi Singh, Chief Scientist, Technology Management Directorate, Council of Scientific & Industrial Research (CSIR); Natasha Berrow, Executive Vice President - Food, Informa Markets; Yogesh Mudras, Managing Director Informa Markets in India and Rahul Deshpande, Sr. Group Director Informa Markets in India among other guests.

Addressing the event Dr Subrata Gupta, IAS, Secretary, Ministry of Food Processing Industries, Govt. of India, said "The global nutrition market, valued at approximately $520 billion, is witnessing a growing emphasis on traditional and preventive healthcare. India’s share, estimated around $8 billion, highlights the sector’s vast potential, particularly in Ayurveda-based nutraceuticals. The industry plays a pivotal role in bridging the gap between traditional knowledge and modern healthcare by ensuring accessibility, traceability, and quality of herbal and plant-based products. With increasing global demand, standardization, research-backed validation, and sustainable cultivation practices are critical to strengthening India's position as a leader in the natural wellness sector. Addressing challenges such as quality planting materials, processing gaps, and export compliance can significantly enhance the sector’s contribution to farmers, employment, and foreign exchange earnings. By leveraging advanced processing

techniques like gamma irradiation to improve shelf life and expanding institutional support for small and medium enterprises, India is poised to not only reclaim its 5,000-year-old legacy in Ayurveda but also emerge as a dominant force in the international wellness industry."

Dr Manoj Nesari, Advisor, Ayurveda, Ministry of AYUSH, Govt. of India, said, "The Ayurveda and nutraceutical sector is experiencing unprecedented growth, with the market expanding from $3 billion in 2014 to $18.2 billion by 2020 and currently valued at around $24 billion. With a projected target of $200 billion over the next decade, this growth is driven by increasing global acceptance, research advancements, and policy support. The industry is evolving beyond conventional supplements to embrace Ayurvedic Aahar, recognizing the immense potential of flavonoids and alkaloids found in medicinal plants and everyday foods. The thin line between food and medicine highlights the significance of functional ingredients like turmeric, amla, and triphala in promoting holistic well-being. Addressing key public health concerns, such as iron deficiency anemia, requires a shift from mere supplementation to improving nutrient absorption, a focus highlighted by initiatives like Mission Utkarsh. Moreover, amendments to the Food Security Act emphasize the importance of nutrition beyond caloric intake. With Ayurveda extending into veterinary applications and Agro Ayurveda ensuring a sustainable supply chain, India is well-positioned to integrate traditional knowledge with modern health solutions. As global interest in Ayurveda and medical value travel continues to rise, the sector stands at the forefront of fostering both industry growth and societal well-being."

Salman Mehkri, Head of Business Development, Bio-gen Extracts "The Indian nutraceutical industry is currently valued at approximately $5–6 billion and is witnessing rapid growth, with a projected CAGR of 12–13 per cent. This strong momentum is expected to double the industry’s size within the next 4–5 years. With increasing consumer awareness, rising disposable incomes, and high-quality products entering the market, we see tremendous potential. The industry has also set an ambitious goal of reaching $100 billion by 2047, coinciding with India’s 100th year of independence. Government support is crucial for accelerating this industry’s expansion. Policies such as reducing the GST on nutraceuticals from the current 18 per cent to a more consumer-friendly 5–12% and introducing PLI-based schemes for manufacturers would enhance affordability and accessibility, especially in tier-2 and tier-3 cities. With the right regulatory and policy support, India’s nutraceutical industry can become a global leader in health and

wellness."

Dr. Meenakshi Singh, Chief Scientist, Technology Management Directorate, Council of Scientific & Industrial Research (CSIR), said “The nutraceutical sector holds immense potential, given India’s rich heritage in botanicals, traditional knowledge, and our leadership in fruits and vegetable production. Recognizing the sector’s challenges, we formed a dedicated task force under the guidance of the Principal Scientific Advisor in 2021, in collaboration with CSIR and key industry leaders. The mission is to address critical gaps, such as the absence of standardized codes for export tracking and regulatory clarity, to foster growth both domestically and globally. We believe that food is not just nourishment but a powerful source of preventive medicine, aiming to reduce healthcare costs through better nutrition. Moving forward, we seek stronger collaboration between industry and research institutions to generate comprehensive scientific data that will propel the nutraceutical industry to new heights."

Sanjaya Mariwala, Executive Chairman & Managing Director, of OmniActive Health Technologies, said” "India’s rich agricultural potential, coupled with its pharmaceutical expertise, provides a strong foundation for innovation in nutrition, health, and wellness industries. With the right synergy between government policies and industry initiatives, the sector can unlock immense growth opportunities, much like India's success in the software industry. Given the country’s manufacturing capabilities and scientific talent, achieving a $100 billion market in nutraceuticals is a realistic goal. A focused and collaborative approach can propel India to the forefront of the global nutraceutical landscape, driving industry expansion and enhancing its contribution to global health and wellness."

Nishant Chachra, Vice President, Business Development, at KSM-66 Ashwagandha, said "At KSM-66 Ashwagandha, we take immense pride in being the global leader in Ashwagandha, holding over 67 per cent of all Ashwagandha exports from India. With exports spanning 53 countries, North America remains our largest market, followed by Europe and the Asia-Pacific region. As per the NBJ report, Mood and Mental Health are among the fastest-growing condition categories in supplements. In 2023, sales increased by 6.9 per cent to hit $1.53 billion and is expected to remain in the 6.5 per cent to 7 per cent range through 2027 driven by increasing consumer demand for mental wellness products addressing anxiety, stress, and cognitive health. As the global demand for Ashwagandha-based solutions rises, we continue to set

industry benchmarks with innovation and clinical research, reinforcing our position as the most trusted name in Ashwagandha."

Speaking on the occasion of Vitafoods India 2025, Yogesh Mudras, Managing Director, Informa Markets in India, said, “Vitafoods India stands as a definitive platform for the nutraceuticals and dietary supplements industry, reflecting its rapid evolution and immense potential. In 2024, the sector experienced remarkable growth driven by consumer demand for personalised and science-backed health solutions, and 2025 is set to build on this momentum. With increasing emphasis on supply chain transparency, digital health integration, and regulatory compliance, stakeholders are well-positioned to address emerging challenges and seize opportunities in this dynamic market. Nutraceuticals now dominate the pharma-supplement market, with evolving regulations like those from FSSAI set to attract investments and foster growth. Vitafoods India continues to play a pivotal role in driving innovation and shaping the future of this thriving industry.”

Read online: https://nuffoodsspectrum.in/news/32/22012/vitafoods-india-2025-ignites-powerful-knowledge-exchange-elevating-future-of-nutraceuticals.html
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