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Fytika introduces sea buckthorn juice

Sea buckthorn has antioxidant, anti-inflammatory, antiviral, and antibacterial activities

By **Sanjiv Das** | June 4, 2025



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Fytika, a wellness brand, has launched its new offering in the juice category, i.e., sea buckthorn juice. The latest offering is a significant addition to the brand's portfolio and supports its mission of providing effective wellness solutions rooted in ancient traditions.

Scientific studies have established the health potential of sea buckthorn, involving its antioxidant, anti-inflammatory, antiviral, and anti-bacterial activities. Such properties retain various functions of health, including cardiovascular, immune system, skin, and digestive health.

Shivam Tyagi, Co-Founder and Director, Fytika, “We are proud to introduce our sea buckthorn juice at a time when consumers are actively seeking clean, functional nutrition rooted in nature. With the global sea buckthorn market projected to grow from $508.1 million in 2023 to $1,391.6 million by 2033 at a CAGR of 10.6 per cent, this launch aligns perfectly with rising demand. With its rich profile of over 190 nutrients, including omega fatty acids and potent antioxidants, this juice supports immunity, skin health, digestion, and vitality. We’ve developed it to be 100 per cent natural, with no added sugar or preservatives, as today’s consumers demand both purity and performance. This launch embodies our passion for providing high-impact, science-driven wellness with each sip.”

Read online: https://nuffoodsspectrum.in/news/15/22419/fytika-introduces-sea-buckthorn-juice.html
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