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# From the *Editor...*

Dr. Michelle A. Simon:

*Hello Readers,*

*The countdown to Nutrify C Suite Summit 2023 has begun and I am truly looking forward to interacting with colleagues and industry members from across the world.*

*The global nutraceutical industry is on an upswing as are traditional practices like Jamu and Brazilian Traditional medicine. This is a perfect time to work together on creating and promoting a standardized, global regulatory system.*

*Additionally, we need to draw upon global data generation to expand the scientific evidence basis of nutraceuticals.*

*At the Nutrify C Suite Summit, I look forward to interacting with nutraceutical and regulatory leaders from many different countries.*

*This edition of the magazine presents an array of opinions from industry stakeholders. NutrifyToday provides the opportunity for small to medium-sized companies from across the world to collaborate, innovate, and network with other industry stakeholders to expand business opportunities.*

*Hope to see you soon at the Nutrify C Suite Summit 2023.*



**MICHELLE SIMON**  
President  
Institute for Natural Medicine

# World Health Day

*The theme for World Health Day is “Health for All,” no beating around the Bush and quite admirably so.*

*The theme for the year is to provide holistic health care to all, especially in light of the pandemic that wreaked havoc across the globe.*

*We at Nutrify Today, wish to take this opportunity to create awareness of holistic health care by stressing the need for quality nutrition for all, apart from the provision of general health care. Speaking on the occasion, Chief Catalyst, and founder, Amit Srivastava said, “This is the right occasion to stress the need for nutrition as an important and essential element of health care. The Nutraceutical Task Force of India has been working tirelessly to raise awareness on nutrition and nutraceuticals and this year we shall leave no stone unturned.”*

*With a focus on developing and underdeveloped countries, the WHO is gearing up to raise awareness of chronic health issues and push for greater investment in the health sector.*

*The WHO will also focus on family and community health to ensure improvements in health awareness and community participation in the sector.*

*This year 2023, will prove to be a benchmark in pushing for a well-rounded, integrated approach to health, which will ultimately yield positive results in the long term.*



# NUTRA GRACE

*Nutra Grace- An Indian Nutraceutical firm with a Global presence.*

*Based in Hyderabad, Nutragrace was for a very long time, the only Indian Nutra vertical firm, making liquid-filled, Hard Gelatine/HPMC, Nutraceutical capsules.*

*The firm specializes in manufacturing oil and liquid-filled capsules, aimed at boosting immunity, cognitive ability, bone and joint strength, and digestive health.*

*The group comprises a committed staff that ensures quality control, transparency, and consistency, right from sourcing raw material to the extraction process, and final product creation.*

*With the help of the latest technological tools, Nutragrace has learned to specialize in customer customization ensuring both volume and weight dosage customization.*

*Nutra grace's strength emanates from its ability to stick to strict protocols, ensuring transparency product quality control, and customer, need-based customization.*

*Their focus is on long-term health benefits and the company delivers on what it preaches and promises. Most importantly, Nutragrace has a solid supply chain model, which has continued to deliver products even during the peak of the pandemic. The supply chain stability, based on the foundation of sensible warehousing, has enabled Nutragrace to ensure global reach.*

*Today, Nutragrace is focusing on increasing its domestic market base and is proving to be a trailblazer in India's growing Nutraceutical industry.*



*The world's 1st Idea to Commercialization Curated AI Engine for designing, developing and commercializing differentiated ethical nutraceuticals.*

*The nutraceutical industry has evolved into demanding Science, Safety and Sustainability. With companies struggling and working tirelessly to come up with ethical, responsible nutraceuticals that addresses the needs of the future, NutrifyGenie is the one stop solution that minimizes time and maximizes profits for the nutraceutical industry.*

*This curated AI Engine platform helps you with ideation to commercialization of differentiated ethical nutraceutical products by structuring the complex ingredients, clinical references, regulatory guidelines, supply chain and shortens your go-to market time by 50% while increasing the depth and spectrum of differentiated product options by 100%. The genie is designed to deliver an extensive portfolio based on the choices of the industry. It also has over 2800 contract manufacturers, 3200 suppliers, 1500 distributors, 4000 label and pack designers and many more. This ensures that businesses have all the resources they need to succeed in the nutraceutical market.*

*With this innovative approach to product development and commercialization, the industry can now create ethical and differentiated nutraceuticals with ease and efficacy, while maximizing profits and minimizing time.*

*NutrifyGenie is here to revolutionize the nutraceutical industry with the powder of Artificial Intelligence.*

**Ask NutrifyGenie**

 <https://nutrifygenie.com/>  [wow@nutrifytoday.com](mailto:wow@nutrifytoday.com)  +91 - 9538011662



## Nutraceuticals in the Global Market: An Overview

*The global popularity of nutraceuticals is on the rise, propelled by factors such as an increasing preference for natural products, a heightened awareness of health and well-being, and rising healthcare costs. The industry encompasses extensive products, including herbs, botanicals, vitamins, minerals, amino acids, and other natural substances used in dietary supplements and functional foods.*

*What makes nutraceuticals appealing to consumers is their ability to offer health benefits beyond basic nutrition. As a result, nutraceuticals have gained a significant following among those seeking additional advantages for their well-being.*

### **India's Health-Conscious Consumers Drive The Nutraceutical Boom**

*In recent years, the Indian market has emerged as one of the fastest-growing markets globally. The government's initiatives to promote preventive healthcare and rising health awareness among consumers have led to this increase in demand in the country.*

*The COVID-19 pandemic also has a role in this rise of Indian health-conscious consumers. According to an EY Report, over 80 % of Indians reported increased health consciousness due to the pandemic.*

*According to the Nutrition Business Journal (NBJ), the Indian supplement market size was valued at USD 11.53 billion in 2021 and was expected to grow steadily over five years. The report highlighted key drivers fueling the growth of the Indian nutraceutical market, including a burgeoning middle-class population, heightened health consciousness among consumers, and government-led preventive healthcare initiatives.*



## **The Global Market Rises: From Health Costs to Natural Trends**

*The global market is also witnessing significant growth, driven by an aging population, increasing healthcare costs, and the trend toward natural and organic products. According to the Nutrition Business Journal (NBJ), the global supplement market size was valued at USD 158.35 billion in 2021 and is expected to grow significantly.*

*The Asia-Pacific region is the fastest-growing market, driven by rising disposable incomes, increasing health consciousness, and government initiatives to promote preventive healthcare. The United States and Europe have always been significant markets.*

## **Innovative Delivery Systems and Application Formats Pave The Future**

*Innovative application formats and delivery systems are driving the growth of the industry. Ingredient manufacturers are exploring new ways to deliver ingredients to the body for optimal effectiveness. Among the latest trends in the industry is the development of application formats that cater to consumers' convenience and preferences. These include gummies, stick packs, powdered liquids, tablets, shots, etc.*

*Gummies, in particular, have emerged as a popular format due to their taste and chewy texture, making them an enjoyable and easy way for consumers to incorporate nutraceuticals into their daily routines. While popular, the gummy-making process is very detrimental to natural actives. Therefore, creating efficient encapsulation using clean-label excipients will further expand the market. In 2020, the global nutraceutical gummies market share was significantly high, with projections indicating further growth in the coming years.*

*Delivery systems such as modified-release systems are also gaining significant traction. These systems help regulate an ingredient's standard active-release profile, enhancing its efficacy. With sustained-release (a form of modified-release delivery system) ingredients, gradual release of ingredients over a certain period can help deliver the intended effects with minimum doses, ultimately improving consumer compliance.*

*With the growing demand for natural and plant-based ingredients, developing innovative delivery systems and exploring a variety of application formats is expected to become increasingly crucial for success.*

### **References:**

1. The Hindu Business Line
2. Nutrition Business Journal Report – 2021

# The Missing Bridge to USD100 Billion Nutraceutical India: The mega Survey Report

*NutrifyToday; world's first Nutraceutical industry network, new product design and upskill platform conducted largest ever survey amongst top industry leaders in India. The outcome of survey is very promising and the survey further validates the Nutraceutical Task Force mission of USD 100 Billion Indian Nutraceutical Industry by 2030. The survey also deciphers the missing bridges that will ensure the mission being accomplished.*

*2020 has been a game changer for Indian Nutraceutical Industry. The industry's growth rate made a quantum leap from the predictable trends of 10% to over 26% during the COVID-19 pandemic, eventually stabilising since late 2021 at 16-18%, surpassing global industry trends.*

*Science took the central stage during this period and evidence based nutraceutical got a major push from government, consumer demand and companies. This resulted in a surge in clinical trials with consumers, finally validating the claims of the producers. The change is now irreversible and the shift is positive; there is no going back. Market accessibility was another factor to the industry's growth, thanks to Government-run pharmacies stocking up nutraceuticals.*

*The biggest game changer was an increase in the overall number of Indians consuming basic nutraceuticals during the pandemic. The 'Nutraceutically Dormant' Indian community had finally woken up and so had the industry. According to nutraceutical task force, over 640 million Indians took to basic nutraceuticals during the pandemic.*

*Another major catalyst of growth, was the formation of the Nutraceutical Task force, tasked with shaping policies to transform the Indian Nutraceutical industry into a 100 billion-dollar industry by 2030.*

*To fuel the growth and modernisation of Nutraceutical industry, five essential pillars of positive growth and change are also taking shape:*

- 1. Medicinal Plant Farming: India is home to 52 Agro-Climatic zones. This advantage, coupled with an improved bio-diversity Act, with the aid of IT Applications in consonance with blockchains, is driving the creation of a finger-printed, raw material supply chain.*



*2. Active Nutraceutical Ingredients: India is geared up to tap into its rich active nutraceutical ingredient potential by accessing over 1,700 medicinal plants from Ayurveda. This resource base alone has the potential to propel India into the 200-billion-dollar league.*

*3. Formulation ecosystem: India is home to a vast number of world-class GMP facilities. This is a spin off from India having the largest FDA-approved contract manufacturing facilities in the world, with additional high end, nutraceutical manufacturing facilities, usually audited by pharmaceutical companies. This spin off effect means India has the potential to become a global contract manufacturing hub in nutraceuticals. Moreover, the pharma delivery technologies can also be applied here to churn bio-available, disruptive nutraceutical formations.*

*4. The Start-Up ecosystem: India is home to 7,400 nutraceutical start-ups backed by high-end incubation hubs such as CCMB, IITs and other institutions. Start-Ups are leading to a technological revolution across the entire eco-system.*

*5. Academia: The Nutrify Today Academy is working closely with the Centurion University, to launch nutraceutical industry-specific, post-graduation courses, the first of a kind. More widely and importantly, universities are collaborating with the industry to develop industry-specific courses and programmes.*

*The survey:*

*The thinking behind the survey conducted by Nutrify Today was to identify the gaps to be filled in order for India to realize its nutraceutical potential as a 100 billion-dollar industry by 2030.*

*The four-month survey covered the Indian nutraceutical industry and community, interviewing over 2,000 executives, including senior and middle management professionals and owners of nutra firms and businesses. Other stakeholders, such as academia and investors, were also included in the group.*

**For detailed report visit [www.nutrifytoday.net](http://www.nutrifytoday.net)**

**Nutrify Today Academy launched an online certification program on industry-ready bridging courses in nutraceuticals.**

**Association with Centurion University**

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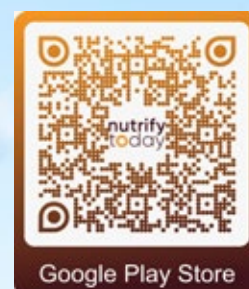
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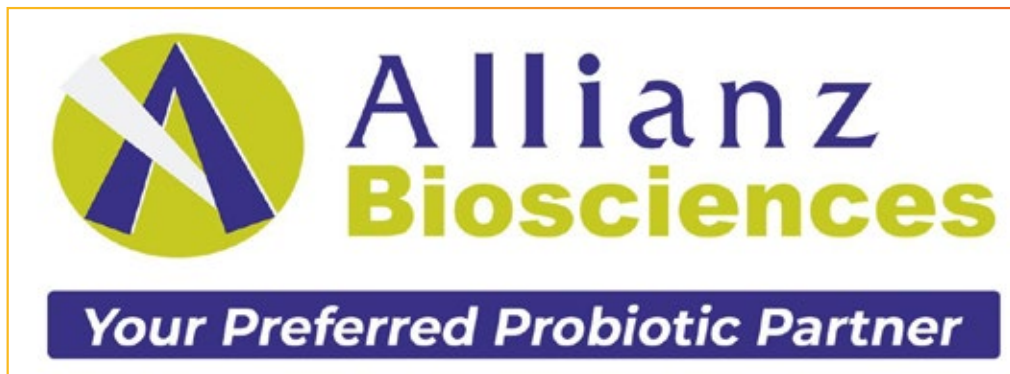
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