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# India's Nutraceutical Market is Booming

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# **D**emand for Immunity & Wellness

Post-pandemic consumers are prioritizing immunity, daily wellness, and functional nutrition products.





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# Urban + Tier 2 Growth

Growth is no longer metro-only. Tier 2 cities are becoming key demand and distribution hubs.

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# Regulatory Importance

Clear understanding of FSSAI norms and local compliance is critical for sustainable market entry.





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# Entry Roadmap

Successful launches require a phased roadmap covering positioning, compliance, pricing, and channels.

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# Launch right in India

30Sixty Tech partners with nutraceutical brands to design India-ready market entry strategies.

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