



वाणिज्य एवं
उद्योग मंत्रालय
MINISTRY OF
COMMERCE
AND INDUSTRY



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SHEFEXIL
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**The World's First Mega Nutraceutical Expo
of India is Here — And It's Powered by India!**

BHARAT NUTRAVERSE EXPO 2025

India stands at the cusp of a nutraceutical gold rush, emerging as a global powerhouse in science-driven innovation, robust formulations, and scalable technological excellence. With the industry ambitiously targeting a \$100 billion milestone, India is ready to lead the world as the trusted hub of responsible nutraceuticals.

At the forefront of this movement, **SHEFEXIL** — the oldest institutional guardian of India's nutraceutical industry, under the Ministry of Commerce — proudly announces a game-changing global platform:

BHARAT NUTRAVERSE EXPO 2025

September 4–6, 2025 | Bharat Mandapam, New Delhi

A flagship initiative under the Bharat Global Health Expo 2025

For the first time, the entire global nutraceutical ecosystem will converge in India:

- Ingredient and formulation innovators
- Health-tech pioneers
- Regulatory experts
- Global buyers and wellness brands

This is not just an exhibition — it's a collaborative gateway into the future of nutrition, health, and commerce.

Supported by NutriflyToday, with its NutriflyToday AI and the Nutrifly C-Suite platform, the Expo will be enriched with cutting-edge insights, curated intelligence, and powerful business connections — ensuring a high-impact experience that fosters value-driven, global nutraceutical partnerships.

This is more than an expo. It's the dawn of Bharat's Nutraverse. We invite stakeholders from every corner of the globe to co-create, innovate, and elevate the future of health together.

Write to us on how YOU envision the next era of nutraceutical leadership.

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**JOIN US — AND THE WORLD — AT
BHARAT NUTRAVERSE EXPO 2025.**



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सत्यमेव जयते

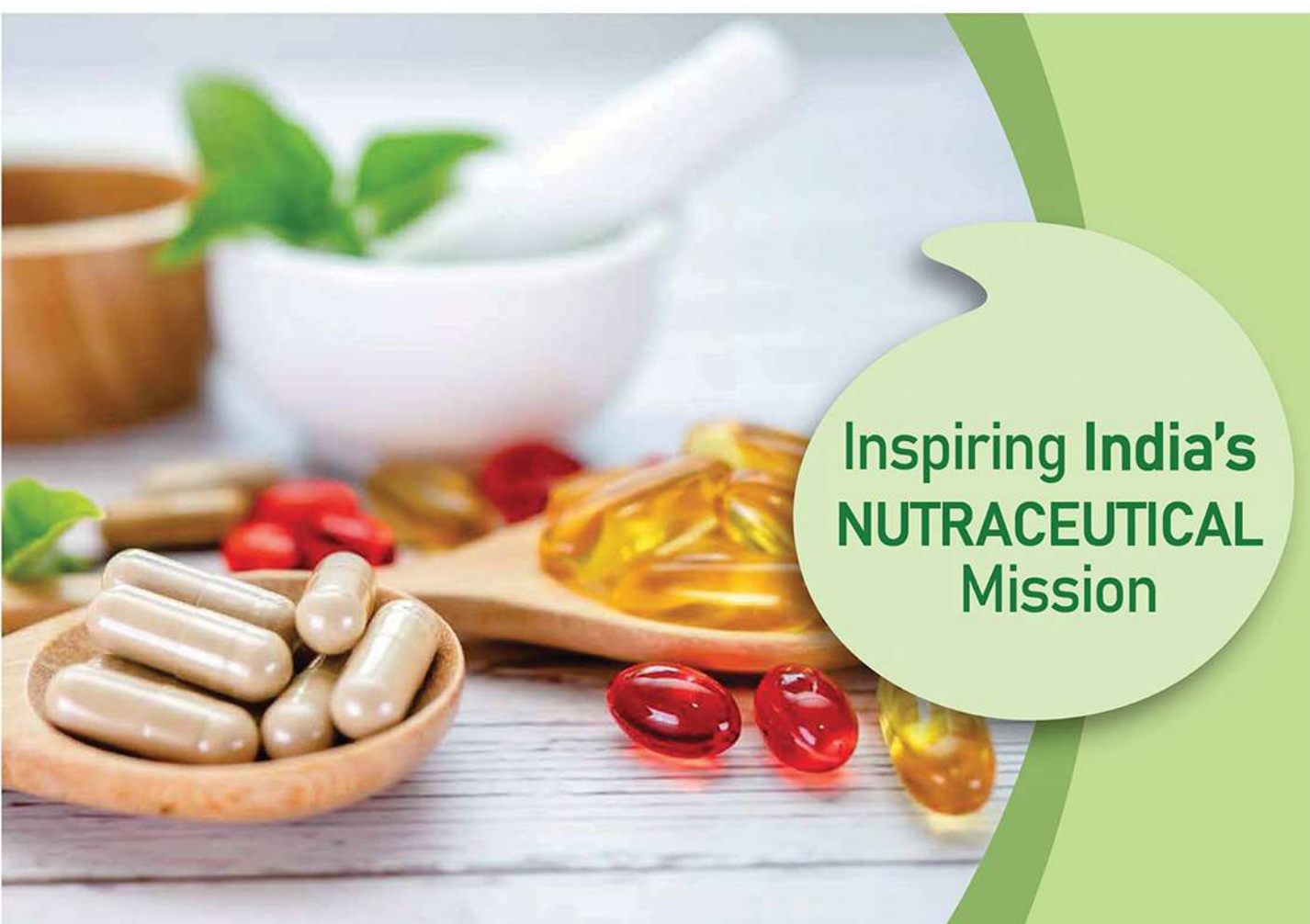


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SEPTEMBER 4-6, 2025 | BHARAT MANDAPAM, NEW DELHI

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Inspiring India's
NUTRACEUTICAL
Mission

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THE WORLD'S FIRST MEGA NUTRACEUTICAL EXPO OF INDIA IS HERE — AND IT'S POWERED BY INDIA!

THE BHARAT NUTRAVERSE EXPO 2025

India stands at the forefront of a global wellness revolution—rooted in ancient wisdom, driven by scientific innovation, and fueled by a growing demand for sustainable, holistic health solutions. The Bharat Nutraverse Expo 2025 brings together India's vibrant nutraceutical ecosystem—from botanical researchers and ingredient innovators to manufacturers, policy makers, and global buyers—under one ambitious vision:

This national platform is more than an exhibition—it's a catalyst for advancing India's strengths, tackling global regulatory and trade challenges, fostering collaboration, and accelerating growth in exports. Through curated conferences, buyer-seller meets, product showcases, and knowledge exchanges, the Expo aims to position India as a global hub for nutraceutical excellence.

Nutraceuticals

Growing Demand

The various categories of products that fall under the panel include Nutraceuticals and its allied categories:



- Up to 80% of people in developing countries are dependent on herbal drugs for their primary healthcare, and over 25% of prescribed medicines in developed countries are derived from wild plant species.
- Rising healthcare costs, modern lifestyles and increasing health consciousness is driving the global demand for food supplements in the form of nutraceuticals, probiotics and food for special dietary or medicinal use.
- In the USA, herbs and botanicals are consistently outpacing overall supplement growth. In fact, Turmeric, Isabgol and Ashwagandha supplements are amongst the top 10 selling botanical forms in the USA as per an annual survey being conducted by the Nutrition Business Journal.

Growth Drivers for Nutraceuticals

Prevalence of lifestyle diseases.	Geriatric population increasingly dominating developed countries.	Rise in birth complications and special infant dietary needs.
Rising healthcare costs, higher life expectancy	Novel product research into medical foods	Greater consumer acceptance of food vs. drugs



Nutraceuticals

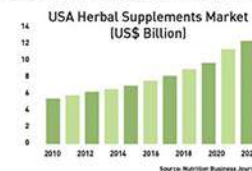
The global market for dietary or food or health supplements is widely reported as over 100 USD Bn, of which botanicals account for USD 30 Bn, vitamins made up for around USD 50 Bn and the fast-growing probiotics are estimated at USD 4 Bn.

USA imports vitamins worth USD 1.7 Bn.

With its ageing population, Italy is the leading market within Europe worth over USD 3 Bn of which ~ USD 0.5 Bn is botanical based supplements. Italy is followed by Germany and France worth over USD 2 Bn each.

Global Market Potential

USA is the largest botanical market with its ~USD 12 Bn Herbal Supplement sales in 2021, having grown at 9% CAGR between 2011-2021. Elderberry, psyllium, apple cider, turmeric and ashwagandha are the most popular amongst botanicals.



Vitamins and minerals, digestive health products and probiotics are the most important categories.

Vitamins and minerals make up for 50% of the German market.

According to Synovate, 64% of food supplements sold in France include at least 1 plant.

Food Supplements Market Estimates in the EU (2022)



Nutraceuticals

Nutraceuticals

Product

Nutraceuticals is a category of foods which consists of extracts, isolates and purified chemical compounds having a physiological benefit and which help to maintain health. The products covered under the Indian regulations may be in the form of powders, granules, tablets, capsules, liquids, semi solids, drops, pills, gummies, jelly, chewable and mouth dissolving strips, bars, biscuits and candies that are intended to be consumed orally in defined quantities and duration.

Market

- Nutraceuticals in ingredients form (ANI), equivalent of API in pharmaceuticals are exported from India in bulk and the end formulation is manufactured in the importing countries. These ingredients are then used by importers for manufacturing formulations and eventually sold as end-use capsules, gummies and tablets. These end-use formulations are termed as dietary supplements or food supplements or nutraceuticals in importing destinations, with each country having their own nomenclature and legal terminology.
- Majority of the export markets are in developed countries such as the USA, EU, Japan etc. This demand is mainly increasing in developed regions of North America and Europe as consumers are spending more on natural products compared to consumers in other regions.
- Global Botanical based supplements market is estimated at USD 30 Bn, of which the USA constitutes USD 12 Bn. The EU and Japanese markets together account for USD 12 Bn. India exports over USD 1 Bn of nutraceutical ingredients form.

Examples

Curcumin Supplements
Boswellia Serrata Capsules
Ashwagandha Gummies



Nutraceuticals

Health Supplements

Product

Health supplement is a category of foods, which consists of a concentrated source of nutrients like proteins, minerals, vitamins, amino acids and/or other ingredients with nutritional or physiological effects, singly or in combination, whose purpose is to supplement the normal diet. "Ingredient" means plant or botanicals and their extracts, probiotics, prebiotics, and molecules/isolates.

Market

Global vitamins and minerals market is estimated at over USD 50 Bn. Global trade in vitamins is ~USD 13.5 Bn. USA and Germany are leading importing markets worth ~USD 1.7 Bn and ~USD 0.9 Bn respectively.

Leading Health Supplements across the globe

- Vitamin A • Vitamin B • Vitamin C • Vitamin D • Multivitamins • Calcium • Iron • Magnesium • Zinc

Top 5 Importers Vitamins under HS Code: 2936



Top 5 Importers Medicaments with Vitamins under HS Code: 300450



Nutraceuticals

Food for special dietary use (FSDU)

Food for special dietary use (FSDU) is a category of foods, which are specially processed or formulated to satisfy particular dietary requirements which exist because of a particular physical or physiological condition and/or specific diseases and disorders.

Food for special medical purpose (FSMP)

Food for special medical purpose (FSMP) is a category of foods for special medical uses, which are specially processed or formulated and presented for the dietary management of patients and may be used only under medical supervision.

They are intended for the exclusive or partial feeding of patients with limited or impaired capacity to take, digest, absorb or metabolize ordinary foodstuffs or certain nutrients contained therein, or who have other special medically determined nutrient requirements, whose dietary management cannot be achieved only by modification of the normal diet, by other kinds of special dietary uses, or by a combination of the two.

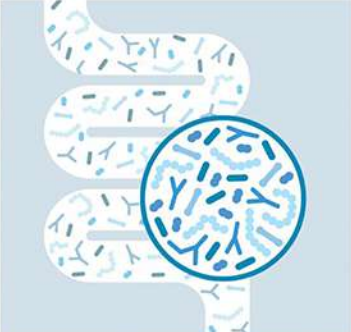
FSMP and FSFU

Market

- Market assessment is difficult given the varied definitions of FSMP / FSFU across the globe. However, the global FSMP market was estimated at over USD 8 Bn in 2021, of which China accounts for about USD 34 Mn.

Examples

- Meal replacement for weight control and diabetes, specialist infant food and sport supplements.



Source: ITC, Industry discussions, TCS Bank analysis

Nutraceuticals

Prebiotics

Prebiotic food means food that contains added ingredients which are non-viable food components that confer health benefits to the consumer by modulation of gut microbiota. Scientific studies are increasingly pointing to the digestive system and overall mental and physical well-being. Prebiotics pass through the digestive system slower and remain in the gut longer, reducing hunger pangs and preventing overeating. Increasing consciousness around gut health, digestive health and increasing use of commercial food are driving growth of prebiotics as ingredients across fortified food, dietary supplements and animal feed.



Prebiotics

Inulin and Oligosaccharides are key prebiotic categories globally. Inulin is a starchy prebiotic fiber found in various fruits, vegetables, and herbs, including wheat, onions, bananas, chicory, artichokes, and asparagus. This is used in processed food and beverages, dietary supplements, and animal feed to replace sugar, fat, and flour.

Global imports of Inulin in 2022 were estimated at over USD 300 Mn, with USA, Indonesia and Italy being the largest importers. Oligosaccharides are commercially used as feed supplements in poultry. The growing livestock sector and the usage of prebiotics in poultry feed as an alternative to antibiotics are key factors driving growth.

- The global market for prebiotic ingredients is estimated at over USD 5 Bn and industry estimates suggest China and Japan together account for USD 300 Mn market.
- Rising functional food & beverages consumption in India is giving rise to the domestic market for prebiotic ingredients in the country which is estimated at INR 150 crores expected to grow in single digits over the next decade. Dietary supplement use amongst the young gym-going, health conscious population is an important factor at play.

Global Importers of Inulin, 2022 (HS code: 110820)

Country	Value (in '000 USD)
USA	88207
Indonesia	20720
Italy	17023
China	15247
Canada	14794
Rest of the World	150594

(Values in '000 USD)

Source: ITC, TradeMap

Nutraceuticals

Probiotics



Product

- Probiotic food refers to food with live micro-organisms beneficial to human health, which when ingested in adequate numbers as a single strain or as a combination of cultures, confer one or more specified or demonstrated health benefits in human beings. Probiotics are either used as ingredients or used as food supplements.
- The global probiotic ingredients market is primarily driven by the increasing awareness among individuals regarding preventive healthcare and prevalence of gut-related diseases.
- By type, probiotics are segmented into bacteria based (over 80%), yeast based and spore forming. By application, probiotics are used in food and beverages, dietary supplements and in animal feed. Drinks and yogurt constitute majority of the share under the F&B category, followed by probiotic-infused infant formula.
- Manufacturers and exporters in India are increasingly investing in product development and innovating different probiotics to cater to the need of global consumers.

Market

- The probiotic market in India is estimated at INR 300 Crores or USD 35 Mn in 2021, growing in double digits. The global probiotic supplement market is estimated at USD 4 Bn and is led by the USA, Italy, Japan and Russia.

Source: Industry estimates, www.internationalprobiotic.org

Examples

- Lactobacillus Rhamnosus* (Yeast) And *Pediococcus Acidilactici* (Bacterial).

Source: ITC, Industry discussions, TCS Bank analysis

-  Source ingredients, raw materials and innovative solutions
-  Explore the latest trends
-  Network with industry peers
-  Meet technical experts

JOIN US IN SHAPING THE FUTURE OF HEALTH AND WELLNESS.

CHARGES FOR EXHIBITING AT BHARAT NUTRAVERSE EXPO 2025

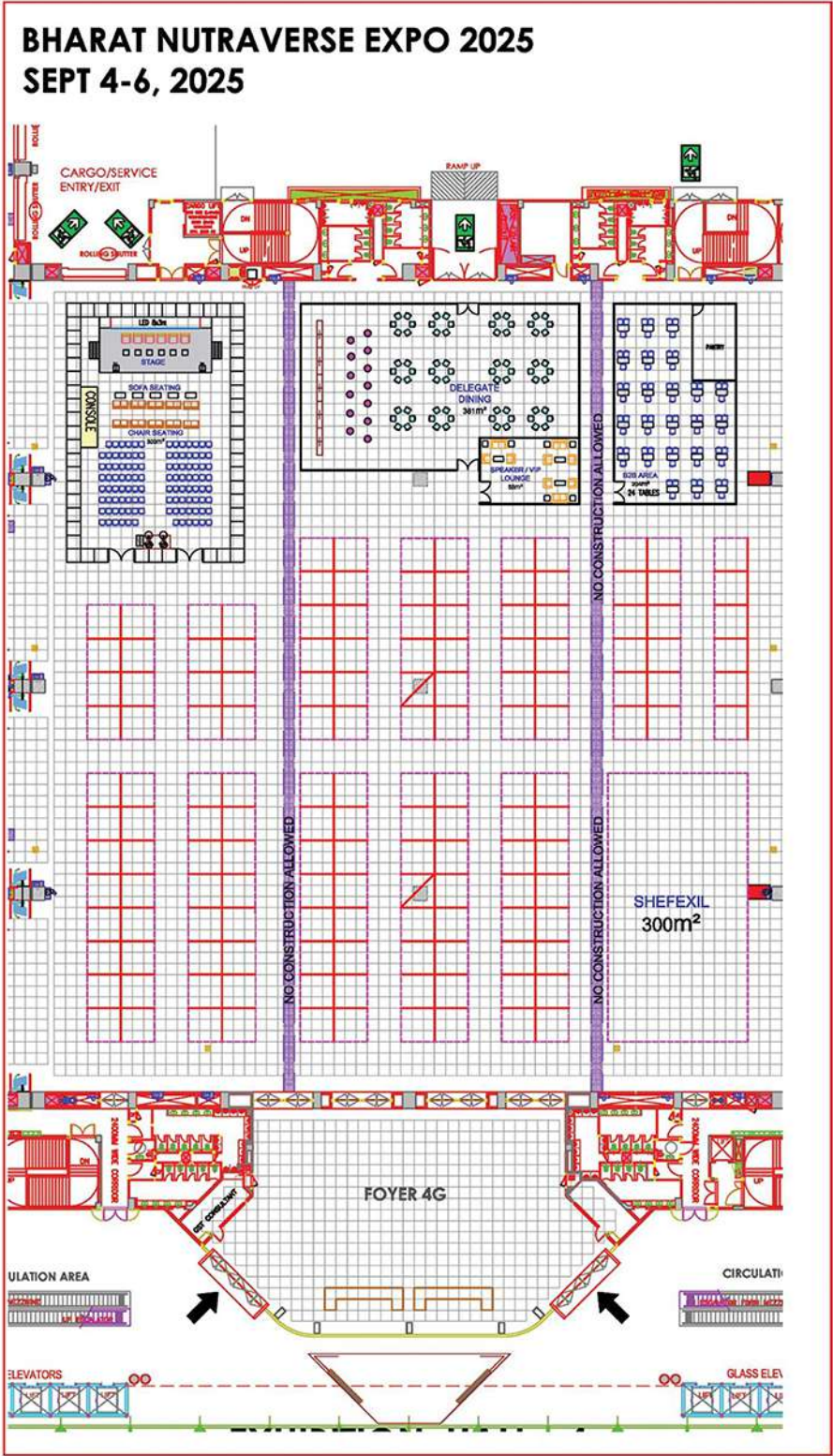
Per Sq Mtr. - Rs 15, 000/- (Shell scheme Package)

Per Sq Mtr. - Rs 14,000/- (Raw Space)

VENUE: BHARAT MANDAPAM, NEW DELHI



TOGETHER, LET'S INSPIRE, INNOVATE, AND INTERNATIONALIZE.



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