

Nutraceuticals in 21st Century

Prakash Kondekar

Hon Director-Indian Institute of Naturopathy Indian Institute of Naturopathy, Visiting Faculty, Mumbai University, India

*Corresponding author

Dr. Prakash Kondekar, Hon Director-Indian Institute of Naturopathy Indian Institute of Naturopathy, Visiting Faculty, Mumbai University, India; E-mail: drprakashk5@hotmail.com

Submitted: 23 Apr 2019; Accepted: 15 Sep 2019; Published: 29 Sep 2019

Almost ten thousand years before, when human beings were living in jungles, they use to go from one place to other in search of foods which were nothing else but fruits vegetables or roots. Because of these uncooked or raw foods humans were healthy having good longevity. Thereafter, due to fire in jungles, some such roots got roasted and found tasty by him or her. This habit has developed, inquisitiveness towards the testing of new foods from the nature. After this knowledge, things have changed drastically and many recipes were developed by him/her which were not only simple foods but were medicinal foods, sometimes.

India is a land of many cultures and land of Ayurveda for more than five thousand years. Hence it is also a land of many medicinal foods. These foods are mostly nothing but unprocessed or less processed NEAUTRACETICALS.

Nutraceuticals are product of food origin with extra health benefits in addition to the basic nutritional value of the food. These can be viewed as non-specific biological therapies that promote general health, control symptoms and prevent malignant processes.

Nutraceuticals are any whole food—not an isolated nutrient or vitamin – that is concentrated and repackaged in non-food format like a capsule. A good example is, garlic capsules, spinach or beets. When ingested, each of these concentrated, whole botanicals have shown promise in preventing disease and promoting health

The term nutraceutical is being commonly used in marketing but very few countries have regulatory definition. Dr Stephen De Felice coined the term “Nutraceutical” from “Nutrition” and “Pharmaceutical” in 1989.

Functional foods are defined as products that resemble traditional foods but possess demonstrated physiological benefits. However, nutraceuticals are commodities derived from foods but are used in the medicinal form of pills, capsules or liquids and again render demonstrated physiological benefits.

Indian nutraceuticals market is expected to grow at a compounded annual growth rate of 21 per cent and reach \$ 10 billion by 2022 from \$ 4 billion in 2017, according to one report.

Globally, too, the nutraceutical market is expected to reach \$ 241

billion in 2019 from \$ 172 billion in 2014.

A few nutraceuticals have been tested and deemed appropriate by the US Food and Drug Administration for use in the prevention of select ailments. Others have been tested repeatedly and deemed effective but not yet, officially approved by the FDA. Since others have received mixed results during testing, their usage and effects are still to be approved.

The Growth In Nutraceuticals - Food and drinks which have potential health benefits - is seen largely driven by the modern day's consumer lifestyle that is impacted by faster pace of life, taking a toll on health and wellness. It is also driven by the aging population estimated to reach 1 billion by 2020 and 2.1 billion in 2050 in both developed and developing countries.

Nutraceuticals are supposed to provide holistic solutions to the young generations in middle class to keep chronic ailments away and to prevent the rising incidences of lifestyle diseases, including cardiovascular ailments, diabetes, obesity and various forms of allergies.

Nutraceuticals products should be affordable, so as to treat the malnourished children by their parents wherever they are.

In Indian context, FSSAI (Food Safety and Standards Authority of India) asks nutraceutical industry to adopt self-regulation, since the Industry has bigger responsibility to ensure quality and safe products to consumers. The nutraceutical industry is forced to make products from equipment's and processes designed by pharma industry because of the growing demand. Recently, FSSAI has restricted enforcement activity against nutraceuticals and health supplement companies to only testing of products till new standards are notified.

“This move of Authority will bring a sigh of relief and take the industry forward which has succumbed to pressure of product approval for the last four years, and this decision now clears the hurdles,” Indian Drug Manufacturers Association (IDMA) said in a statement.

Herbal security is important in Nutraceuticals which could be one of the aspects may retard the growth. Still, Indian nutraceuticals market is expected to grow from USD 4 billion in 2017 to USD 18 billion in 2025. Indian companies like ITCNSE, Dabur, Himalaya,

Patanjali and Baidyanath are trying to reach out to customers by introducing new products in the market.

Key global players in Nutraceuticals include GSK Consumer Healthcare, HUL, Nestle NSE, Danone, Kellogg's and Amway.

With emergence of new companies like Sami Labs, Tirupati Group, Deccan Healthcare and Vantage Nutrition, the market for Nutraceuticals looks promising in 2019 onwards.

Thus in near future Nutraceuticals may take major market chunk from Pharma.

Copyright: ©2019 Dr. Prakash Kondekar. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.