

## FSSAI asks nutraceuticals industry to adopt self-regulation

NEW DELHI: Food safety regulator FSSAI today said there is still confusion among consumers about nutraceuticals because of misinformation, and called for adoption of self-regulation by industry players.

Food Safety and Standards Authority of India (FSSAI) Chairman Ashish Bahuguna said the industry has bigger responsibility to ensure quality and safe products to consumers.

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.

Addressing an Assocham event here, Bahuguna said, "Everyone expects the acceptability of nutraceuticals to grow. I feel the first challenge is that consumers have 'bramh' (confusion). There is so much misinformation."

There are also false claims about the products. The consumers want claims on labels to be clear. The industry should clarify the difference between nutraceuticals and pharmaceuticals, he said asking the industry to work in this direction.

Consumer interest and safety should be the priority for the industry, for which it should adopt self-regulation, he added.

Bahuguna further said, "FSSAI makes stringent rules that no one violates. Manufacturers have bigger responsibility to make quality and safe products."

Nutraceuticals sector is growing fast and will grow faster in the coming years. FSSAI is open to accepting suggestions to improve the sector, he added.

Minister of State for Health Ashwini Kumar Choubey, National Institute of Food Technology Entrepreneurship & Management (NIFTEM) Vice Chancellor Chindi Vasudevappa were among other industry players present at the event.

Highlighting the challenges faced in the sector, Sami-Sabinsa Group founder and chairman Muhammed Majeed said the industry should be worried about herbal security as the country cannot depend on other nations like Indonesia for regular supply.

"In Ayurveda, if you don't get one herb, it is adulterated with other. Even in nutraceuticals, it happens. Therefore, herbal security is important," he said.

Majeed also said India should patent new products else other countries will do so, affecting the domestic industry.

Health Foods and Dietary Supplements Association (HADSA) President Ajit Singh said the domestic industry has many problems with regard to packaging and hygiene.

The nutraceuticals industry is forced to make products from equipments and processes designed by pharma industry. "We need to redesign equipments for nutraceuticals," he said.

Another problem is that nutraceuticals are packed scientifically. They are packed in plastics that reduce the quality of dosages each time the bottle is opened, he said and suggested blister packaging.

According to an Assocham Knowledge report, the Indian nutraceuticals market is expected to grow from USD 4 billion in 2017 to USD 18 billion in 2025.

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

Indian companies like ITC, Dabur, Himalaya, Patanjali and Baidyanath are trying to reach out to customers by introducing new products in the market.

With emergence of new companies like Sami Labs, Tirupati Group, Deccan Healthcare and Vantage Nutrition, the market for nutraceuticals looks promising, the report said.



## Adopt self-regulation: FSSAI to nutraceuticals industry

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Consumer interest and safety should be the priority for the industry, for which it should adopt self-regulation, he added. Bahuguna further said, "FSSAI makes stringent rules that no one violates. Manufacturers have bigger responsibility to make quality and safe products." Nutraceuticals sector is growing fast and will grow faster in the coming years. FSSAI is open to accepting suggestions to improve the sector, he added.

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Health Foods and Dietary Supplements Association president Ajit Singh said the domestic industry had many problems with regard to packaging and hygiene. The nutraceuticals industry is forced to make products from equipment and processes designed by pharma industry. "We need to redesign equipment for nutraceuticals," he said.

Another problem is the way that nutraceuticals are packed. They are packed in plastics that reduce the quality of dosages each time the bottle is opened, he said and suggested blister packaging.

According to an Assocham Knowledge report, the Indian nutraceuticals market is expected to grow from USD 4 billion in 2017 to USD 18 billion in 2025. Key global players in this sector include GSK Consumer Healthcare, HUL, Nestle, Danone, Kellogg's and Amway. Indian companies like ITC, Dabur, Himalaya, Patanjali and Baidyanath are trying to reach out to customers by introducing new products in the market. With emergence of new companies like Sami Labs, Tirupati Group, Deccan Healthcare and Vantage Nutrition, the market for nutraceuticals looks promising, the report said.



## Nutraceuticals Industry should adopt self-regulation: FSSAI Chairperson



The consumer interest and safety should be the priority for the industry and should adopt self-regulation,' said Food Safety and Standards Authority of India (FSSAI) Chairperson Ashish Bahuguna at the ASSOCHAM 4th National Symposium on Nutraceuticals event held in New Delhi recently.

The Chairperson further said the consumers only claim on labels to be clear and provide the right information as consumers have confusion about the nutraceuticals products. The labels, accompanying leaflets/or other labelling and advertising of all types of foods, referred to in these regulations, should provide sufficient information on the nature and purpose of the food as well as detailed instructions and precautions for their use.

He said, the industry must clarify the difference between nutraceuticals and pharmaceuticals. The regulations are not meant to disrupt the industry. He further added that food security and standards act gives a lot of flexibility to the manufacturers. The relevance of nutraceuticals is only going to increase given prevalent work patterns and life style. Everyone needs to be vigilant of those who do not adhere to standards as its impact affects everyone. He also added, that we need incentives for good players and disincentives for the black sheep.

According to the joint report by ASSOCHAM-MRSS released during the event reveals Indian nutraceuticals market is expected to grow at a compounded annual growth rate of 21 per cent and reach \$ 18 billion by 2025 from \$ 4 billion now. The growth in nutraceuticals - food and drinks which have potential health benefits - is seen largely driven by the modern day& consumer lifestyle that is impacted by faster pace of life, taking a toll on health and wellness.

Given the context, globally, too, the nutraceutical market is expected to reach \$ 578.23 billion by 2025 from \$ 294.49 billion in 2017. Demand for products in Brazil, China, India, South Korea, Poland and Mexico is increasing, and the compound annual growth rate of the dietary supplement sector is expected to exceed 9.7% from 2017 to 2025, adds the paper.

Indian market has key players which consists both Indian as well as multi-national companies. MNCs like GSK, HUL, Amway, Nestle, Danone, Kellogg's are trying their best to capture market share and penetrate deep in the market.

On the other hand, Indian players like ITC, Dabur, Himalaya, Patanjali and Baidyanath are trying to reach out to customers by introducing new products in the market. With the emergence of companies like Sami Labs, Tirupati Group, Deccan Healthcare, Vantage Nutrition etc., the market for nutraceuticals look promising, noted joint study.

Nutraceuticals industry is showing great signs for near as well as long-term future and players definitely need to look at various options at their disposals in order to make out the most of it.

Others who also spoke during the event were Mr Ashwini Kumar Choubey, Hon'ble Minister of State for Health & Family Welfare, Dr Chindi Vasudevappa, Vice Chancellor, NIFTEM, MoFPI, Dr Girish Sahni, Director General, CSIR & Secretary –DSIR, Dr Muhammed Majeed, Founder and Chairman, Sami – Sabinsa Group, Mr. Ajit Singh, President, HADSA and Chairman, ACG Worldwide, Dr. Anil Kumar Tripathi, Director, CSIR-CIMAP and many others.



## FSSAI says nutraceuticals industry to embrace self-regulation



Addressing an Assocham event, Chairman of FSSAI Ashish Bahuguna said, "Everyone expects the acceptability of nutraceuticals to grow. I feel the first challenge is that consumers have confusion. There is so much misinformation."

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Consumer interest and safety should be the priority for the industry, for which it should adopt self-regulation, he added.

Bahuguna further said, "FSSAI makes stringent rules that no one violates. Manufacturers have bigger responsibility to make quality and safe products."

Nutraceuticals sector is growing fast and will grow faster in the coming years. FSSAI is open to accepting suggestions to improve the sector, he added.

Highlighting the challenges faced in the sector, Sami-Sabinsa Group founder and chairman Muhammed Majeed said the industry should be worried about herbal security as the country cannot depend on other nations like Indonesia for regular supply.

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## Business Standard

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