EMERGING TRENDS IN OVER-THE-COUNTER (OTC) DIETARY SUPPLEMENTS IN INDIA

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ABSTRACT

OTC means drugs which are legally allowed to be sold Over-the-Counter by pharmacists, i.e. without the prescription of a Registered Medical Practitioner. However one should be aware that the phrase OTC has no legal recognition in India. Most of the researches have been conducted in U.S. but an Indian understanding is lacking. The current paper will be focusing on the Indian Dietary supplements market which includes vitamin and mineral supplements, Macronutrients, Antioxidants and Tonics. The aim of this study is to analyze the current status of Indian dietary supplement market, the key reasons of growth and why consumers consume supplements of its own.

The study is based on secondary databases viz. websites, journals, research articles, published reports etc. Concept of health is different in India compared to west. Health in India is about ‘not falling sick. Two areas of health are very important in India – ‘immunity defense’ and mental equity/brain power. People want to project themselves to the society as one taking care of self and family. However the concern is whether consumers understand the available product information. Hence there is a compulsion for the regulation of the standard as well as quality and safety of the nutraceuticals and dietary supplements for public health.

Growth in Urban population in India is leading to increase in lifestyle diseases, thus creating a demand for nutraceuticals. Consumers are increasingly becoming health conscious and are realizing the need for dietary supplements to help them cope up with the fast-changing pace of life.

KEYWORDS: Buying Motives, Dietary Supplements, Health, OTC.