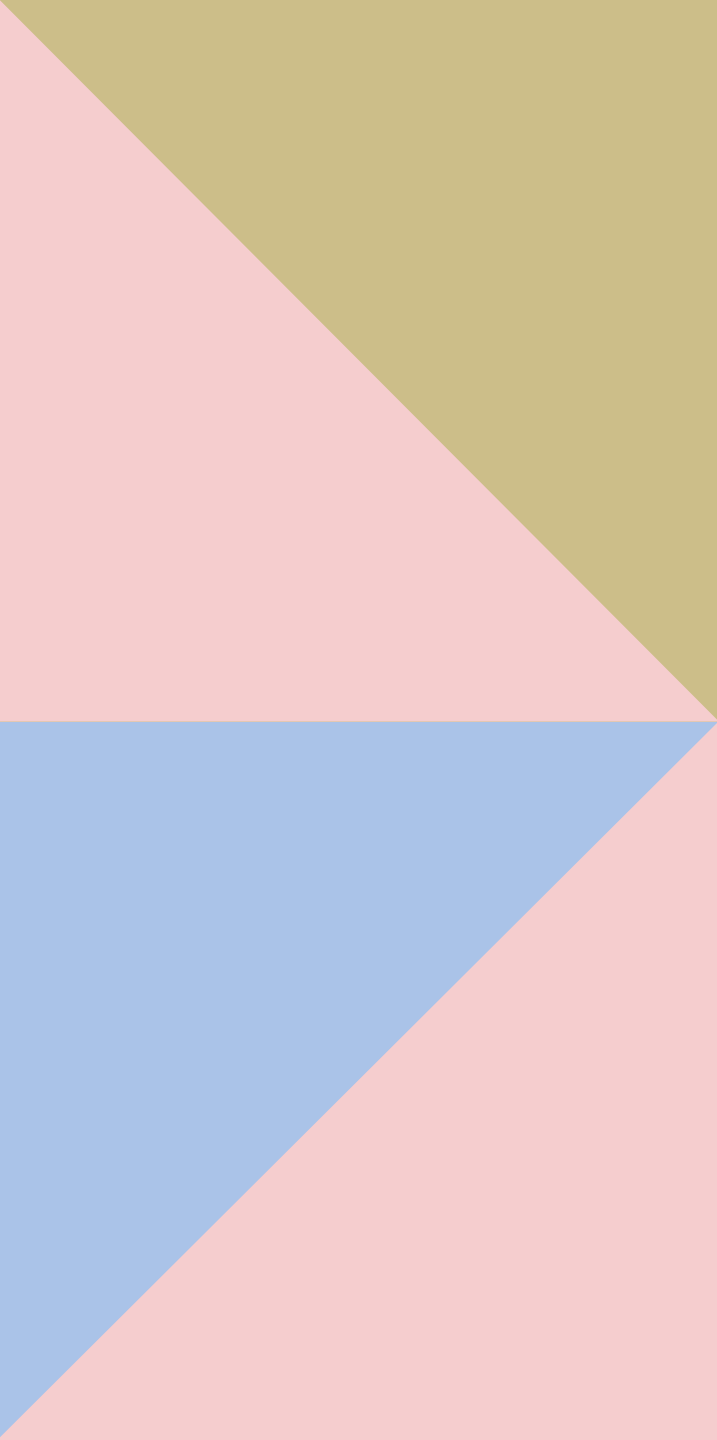




A STUDY ON PERCEPTION OF URBAN YOUTH ON DIETARY SUPPLEMENTS

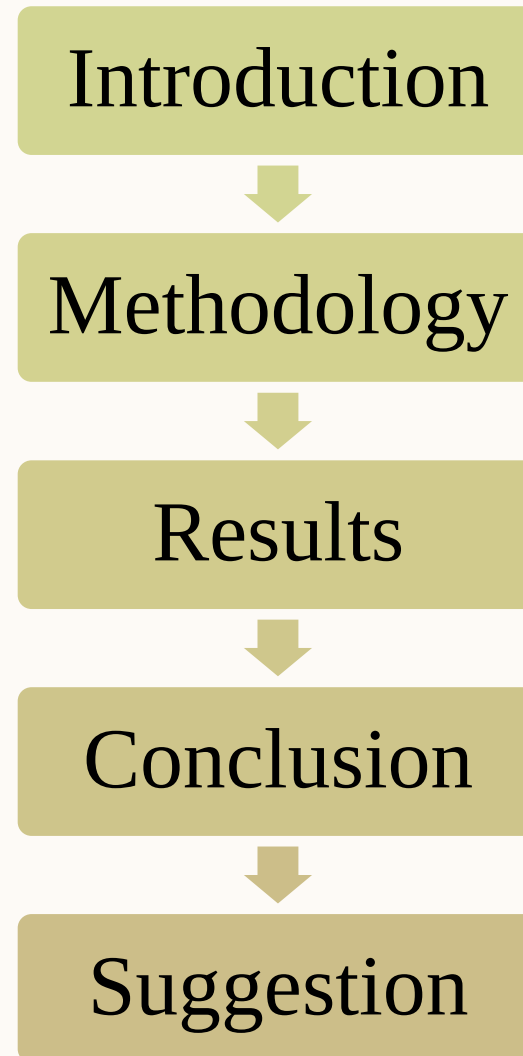
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1427

FLOW OF PRESENTATION



INTRODUCTION

- India is known to be one of the largest populated countries in the world. At the moment, it is witnessing both “Demographic Transition” and “Nutrition Transition”.
- With the fast-paced development, lifestyle is changing and effecting health. These health-related issues range from heart disorders, increased levels of blood sugar and hypertension, causing reduced life expectancy, low performance at work and increased healthcare expenditure.
- With life becoming technology dependent and the rise of hustle culture, there is shift in lifestyle has resulted in a change in the nutrition habits of people. A shift towards more processed food is observed.
- This trend is evident in both well developed and developing nations. In many studies, it has been identified that there is a high association between chronic health problems and nutrition status of people.
- To deal with the nutritional gap in the population, promotion of nutritional supplements was introduced.
- In present market, use of nutritional supplements is not limited to clinical use only.

What is NUTRITION ?



Nutrition is the study of food systems, food and drinks, nutrients and nourishment which the human body gets from the process of digestion

Nutrition focuses on nutrients that are necessary to support the functioning of human body

The WHO define nutrition as, a critical part of health and development

 NORMAL

 MALNOURISHED

MALNUTRITION


MICRONUTRIENT
DEFICIENCY

MICRONUTRIENT
DEFICIENCY

UNDERNUTRITION

OVERNUTRITION

STUNTING

WASTING

UNDERWEIGHT

OVERWEIGHT /
OBESE

STUNTING

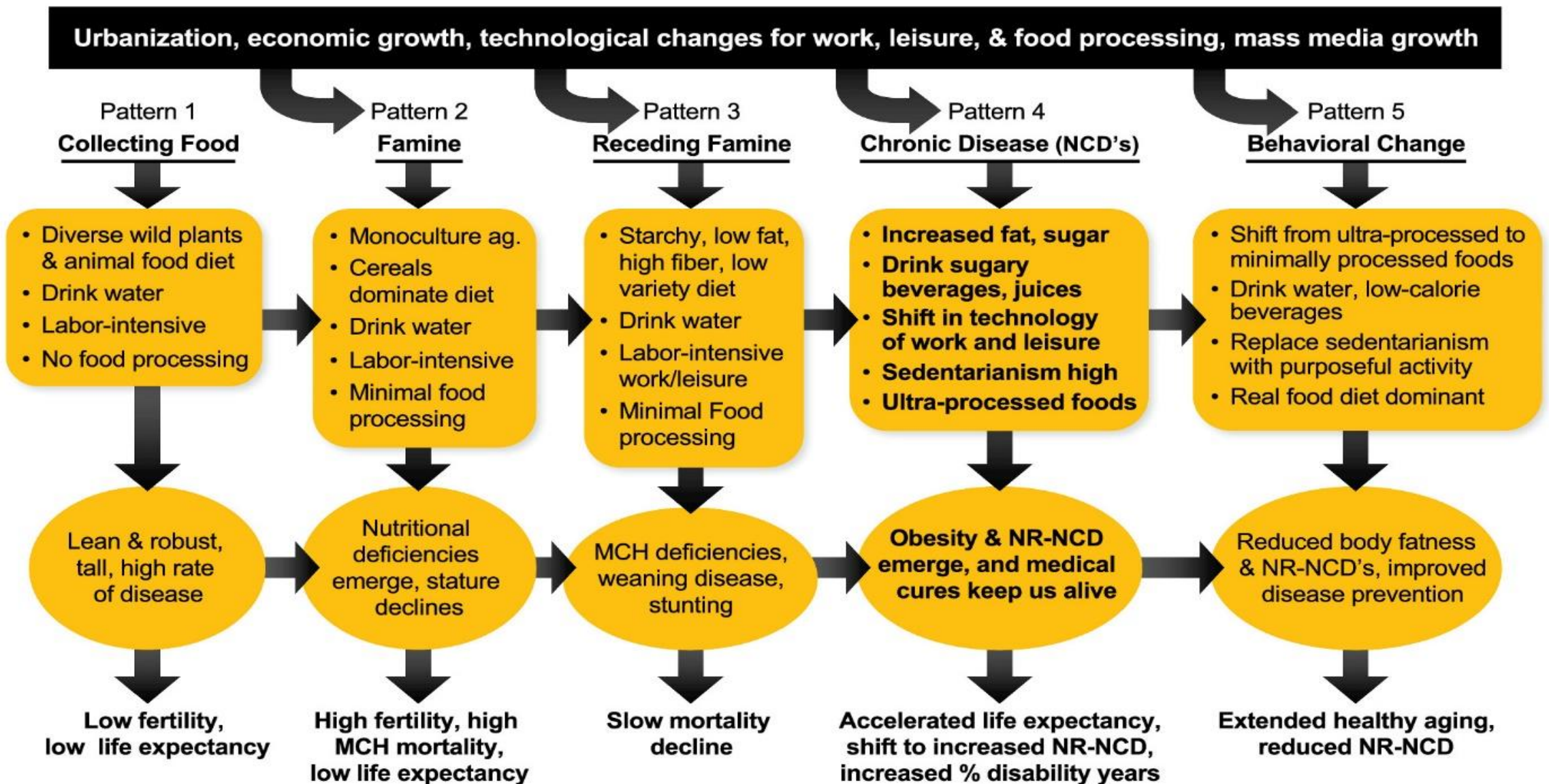
WASTING

UNDERWEIGHT

OVERWEIGHT
OR OBESE

NUTRITION TRANSITION

The process of change in working environment, physical activity, food environment and lifestyle that leads to change in dietary habits and nutrition related health.



METHODOLOGY

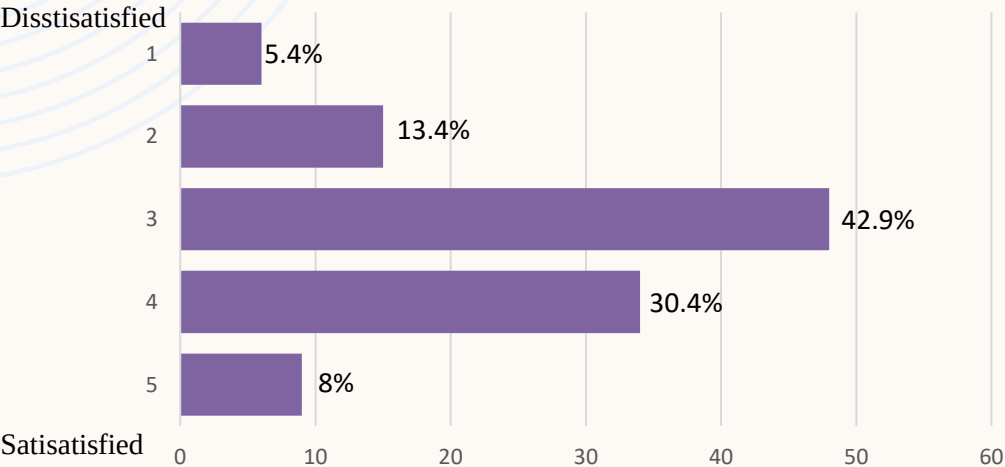
- Study design - Descriptive study
- Aim - The aim of the study is to understand the perception of urban youth on dietary and identify the factors that influence the nutrition supplements markets. Also, to understand the current dietary trend in the population.
- Research Question - Is there a scope of expanding dietary supplement market in the current changing scenario of nutrition trends after understanding the perception of youth on diet supplements.
- Objectives –
 1. To understand the possible contributing factors of nutrition deficiencies in the urban population.
 2. To understand the perspective of urban youth on nutrition supplements.
 3. The effect of nutrition transition on dietary supplements market.
- Sampling technique – Convenience sampling
- Sample size - The sample size consisted of 150 participants from IIHMR University, out of which 112 people participated in the study.



RESULTS

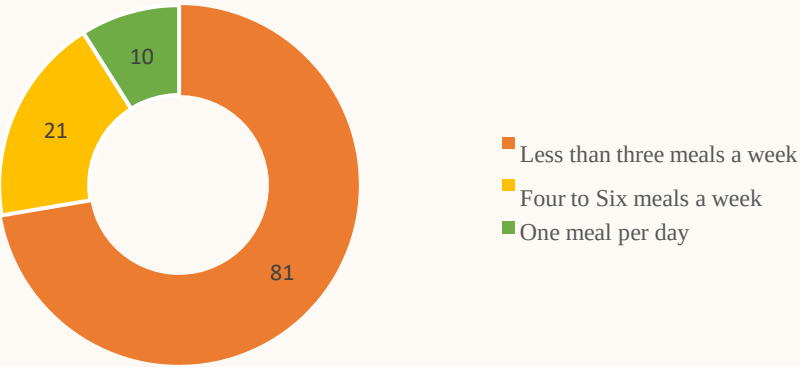
OBSERVATIONS ON EATING HABITS

Rating of Eating Habits



	Frequency of consumption of food cooked away from home sources			Total
Gender	Less than three meals a week	Four to Six meals a week	One meal per day	
Female	72	13	2	87
Male	9	8	8	25
Grand Total	81	21	10	112

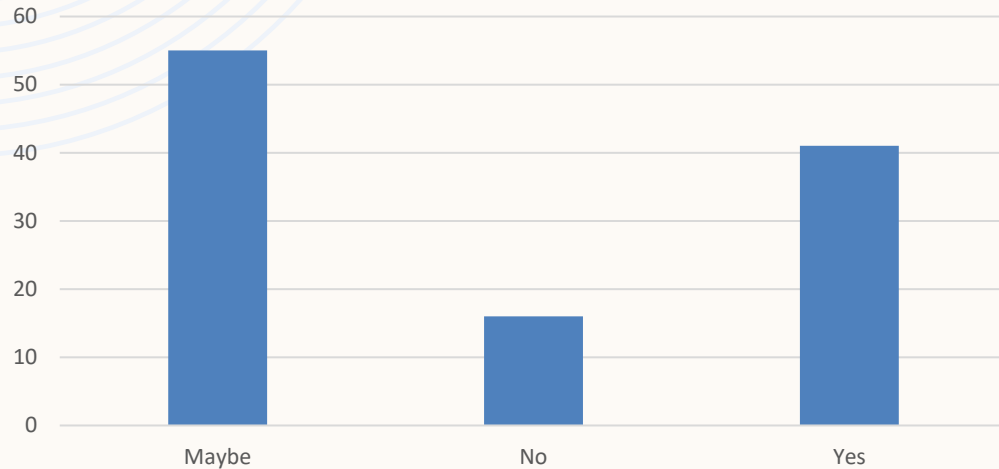
'Frequency of consumption of food cooked away from home?'



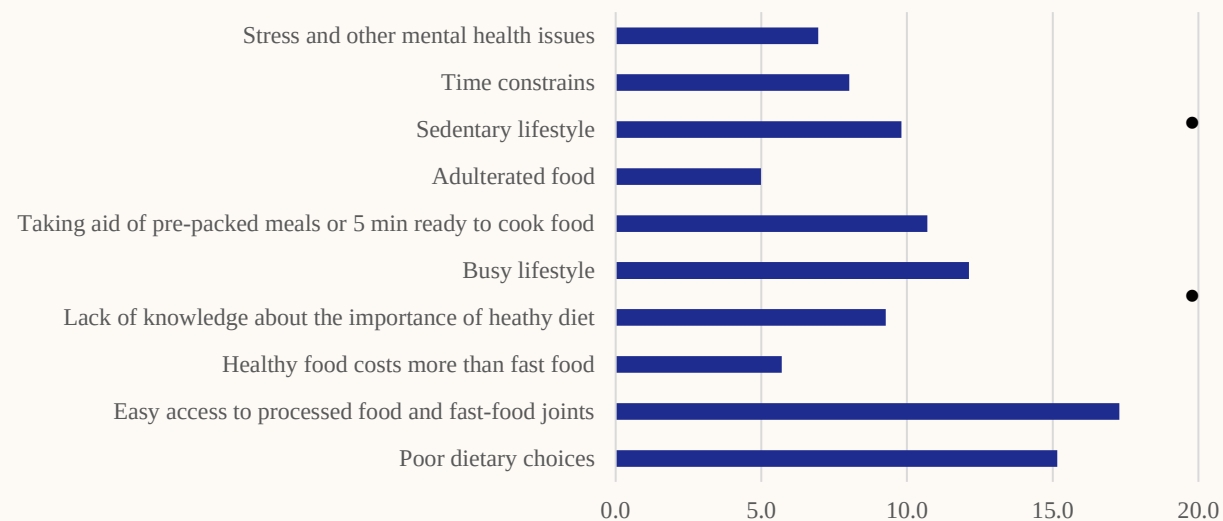
- 42.9% and 30.4% participants placed themselves on point 3 and 4 respectively, which is considered as average. 21 people (18.8%) rated their eating habits as below average.
- Out of 25 males, most of them consumed food cooked from AFH sources between four to six meals a week
- 36.6% of participants responded yes, while the rest 63.4% of the participants were unsure or responded “no”, when asked about If they considered their meals to be healthy and balanced.

OBSERVATIONS ON NUTRITION DEFICIENCY

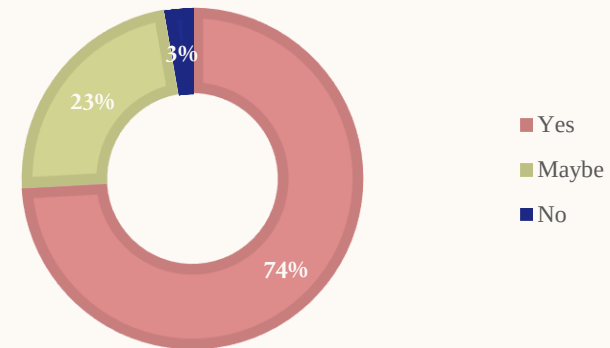
Do you personally feel affected by nutrition deficiency



Reasons promoting nutrition deficiency in urban population



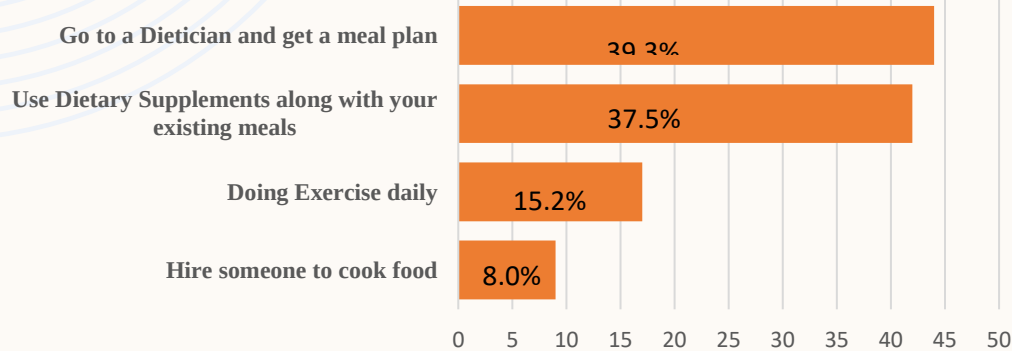
'DO YOU THINK THAT THE URBAN POPULATION SUFFERS FROM NUTRITION DEFICIENCIES?'



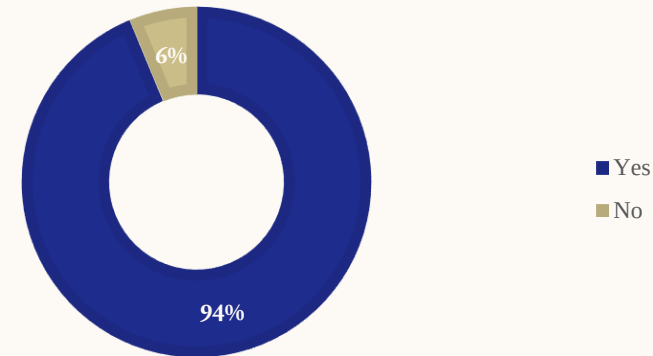
- only 16 respondents (14.9%) responded to “No” when asked if they feel affected by nutrition deficiency. The majority responses recorded supported the fact that participants somewhat feel affected by nutrition related deficiencies.
- 74.1% responded “yes” and 23.2% responded “maybe”, on awareness about nutrition deficiency in urban areas.
- “Poor dietary choices”, “Easy access to processed and fast-food joints”, “Busy Lifestyle”, “Use of prepacked and ready to eat meals” and, “Sedentary lifestyle” are considered to be top reasons for prevalence of nutrition deficiency in population.

OBSERVATIONS ON DIETARY SUPPLEMENTS

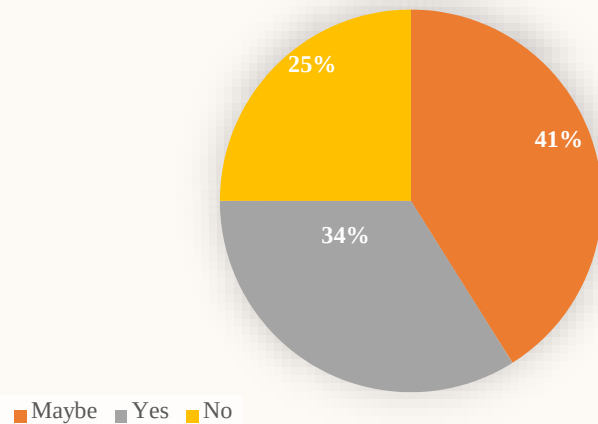
What can be done to overcome the identified contributors of nutrient deficiency in urban areas



DO YOU KNOW ABOUT DIETARY SUPPLEMENTS ?



Preference to use Dietary Supplements to meet DNR of the body.



- Awareness about dietary supplements was high.
- 39.3% and 37.5% of participants supported the use of consulting dieticians for meal plans and adopting the use of dietary supplements
- Preference of participants on use of dietary supplements to meet their daily nutritional requirements, to which 34% of the participants responded “Yes”, 41% responded “Maybe”

DIETARY SUPPLEMENT MARKET IN INDIA

The India dietary supplements market reached a value of INR 376.3 Billion in 2021. The market to reach INR 847.9 Billion by 2027, exhibiting a CAGR of 14% during 2022-2027.

The primary drivers of Indian dietary supplement market could be narrowed down to the following: -

1. Increasing per capita income of individuals has facilitated them to take health as a priority topic and therefore shifting to supplements as a preventive care.
2. Rapid urbanisation, hectic work schedule and sedentary lifestyle has increased dependency and preference on supplements to keep health in check.
3. The high prevalence of NCDs like diabetes, obesity, blood pressure and CHD in urban areas has increased demand for supplementation to help out with reducing cholesterol levels, weight management and blood sugar levels.
4. Gut health issues like acid reflux, Constipation and indigestion (IBS) have resulted in increased the demand of dietary supplements rich in fibre.
5. Individuals preferring dietary supplements for managing the nutritional gap present in their daily meal.

CONCLUSION

At present, supplements in India are used as a remedy or cure that requires prescription or recommendation from doctors. This attitude needs to be changed to “supplements are preventive measure” rather than cure. Educating and promoting use of over-the-counter supplements for general health and wellbeing in early stages of life can be beneficial for people. Peer to peer interaction and making conscious positive choices towards good nutrition practices.

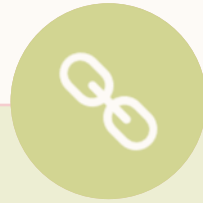
Efforts should be made to change the laid-back behaviour in youth. As the customer segment increases and people become more educated about the benefits of using supplements, better health objectives can be achieved.

SUGGESTIONS



BEHAVIOR CHANGE

- Supplements in India are used as a remedy or cure increased presence on social platforms
- Attitude needs to be changed to “supplements are preventive measure”



BRANDING AND PROMOTION

- General health and wellbeing
- Better promotion techniques that appeals to younger segment.



NEED FOR CAPITALIZING MARKET

- Informative advertisement and commercials
- Increased presence on social platforms
- Focus more on over-the-counter supplies

THANK YOU