

Amway India eyes Rs 100 cr from its traditional herb nutrition category in 2020

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New Delhi: As the demand for [herbal nutrition category](#) records a drastic rise with [consumers](#) shifting towards healthier living, [Amway India](#), a leading [FMCG](#) direct selling company, foresees its traditional herb nutrition category to clock sales of Rs 100 crores this year. To accommodate the growing demand for herbal products, [Amway](#) is also gearing up to strengthen its local sourcing of [herbal extracts](#) in India, the company said in a statement.

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"With the growing consumer preference for herbal, Amway ventured into the traditional herb nutrition space with Nutrilite Traditional Herbs Range in 2018, which received a tremendous response. Presently, comprising of just six products made from native ingredients such as Tulsi, Ashwagandha, Mulethi, and more, the range is expected to reach its Rs 100 crore sales mark this year," said Anshu Budhraj, CEO, Amway India. "Further, a recent report suggested that in the last few months, more than 51% of the households in India have made these traditional ingredients a part of their diet, which indicates huge potential for this category in the years to come. Going by the market scenario, we expect the traditional herbs range contribution to the overall nutrition category to double from 10% today, to 20% by 2024," Budhraj said further.

As part of strengthening its hold in the herbal nutrition category, Amway India is building a strong partner network, in line with the company's vision of making a tangible difference in the lives of its stakeholders. To cater to the rising demand, Amway is evaluating to expand its organic farm base, in India. The organization is looking to add more organic certified herb farms to encourage local produce in the country in the coming two years.