

Bridging India's Omega-3 Gap

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Supplement usage in India is on the rise, with approximately one in three individuals taking a dietary supplement (according to Informa Markets). This growth is being driven by a strong wave of new product development, with the market expanding at an estimated ~10 per cent CAGR. Despite this overall momentum, certain categories, such as omega-3 supplements, remain underutilised.

Omega-3s are among the most beneficial supplements for overall health, offering essential nutrients that support both active minds and bodies. They promote heart health, help manage inflammation, and support brain function, among many other benefits. Yet, awareness and adoption of omega-3s in India remain relatively low, highlighting a gap in the market for these crucial nutrients.

Dietary trends in India further shape the supplement landscape. Nearly 30 per cent of the population is vegetarian, and that number continues to grow. Ingredients like spirulina and chlorella have gained popularity in supplements and fortified foods, particularly among health-conscious and vegetarian consumers. While algae-based products are still in the early stages of adoption, their market potential is significant, with strong growth projected in the coming years.

Against this backdrop, Aker BioMarine, a science-driven nutrition company, is positioned to deliver its high-quality, algal-based ingredient to India's omega-3 market. The company is already a key player in the omega-3 market with its flagship product, Superba Krill Oil, which is sourced directly from Antarctic krill. The introduction of Revervia complements the business's ingredient portfolio by offering a plant-based solution tailored to the significant vegetarian consumer base in India.

Introducing Revervia, a High-Quality Algae-Based Omega-3



India's evolving market landscape is opening the doors for companies like Aker BioMarine to help address global health challenges, such as omega-3 deficiencies.

Aker BioMarine's newest ingredient, Revertia, delivers a high natural concentration of DHA algae (40-57 per cent) with no molecular alterations. Pure and unmodified by nature, Revertia is produced through a low-impact fermentation process with a minimal environmental footprint. Designed with consumer experience in mind, it offers a pleasant sensory profile with minimal smell and taste, making it well-suited for capsules, powders, and a wide range of functional formats.

The Health Benefits of DHA



Because modern diets are typically low in DHA, many individuals have a lower intake of this omega-3 fatty acid than recommended levels for health, and supplementation can be a convenient way to help increase intake. DHA offers a wide range of health benefits and is a core nutrient throughout every stage of life. It contributes to the maintenance of normal brain function and normal vision, and it is needed for the normal growth and development of the brain and eyes in infants and young children. DHA also contributes to the maintenance of normal blood triglyceride levels.

For maternal and infant wellness, maternal intake of DHA contributes to the normal brain and eye development of the fetus and breastfed infants, when consumed in addition to the recommended daily intake of omega-3 fatty acids for adults. It also contributes to the normal visual development of infants up to 12 months of age.

"We are pleased to bring Revertia to the Indian nutraceutical market as we know it will resonate with the local dietary preferences and cultural values," said Hidayat Ali, Country Director, India, Aker BioMarine Human Health Ingredients. "Revertia enables nutraceutical brands to address the omega-3 nutrient gap with a plant-forward ingredient supported by clinical research, meeting the rising demand for conscious, preventive wellness solutions."

As India's supplement market continues to progress, solutions like Revertia and Superba Krill will present many opportunities for brands looking to align with the growing consumer demand for mindful, science-backed nutrition and a proactive approach to lifelong wellness.

To learn more about how Aker BioMarine's branded ingredients support overall wellness, visit their [Active Body, Active Mind](#) page to discover the science behind a healthy mind and body and register for an exclusive webinar.