

Pluckk Owned Upnourish Grows 5X in 18 Months as Functional Nutrition Demand Surges

12 June 2026 | News

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In 2024, Pluckk, India's fresh food digital brand, expanded its portfolio by acquiring Upnourish, a functional nutritional and wellness brand. In just 18 months, Upnourish by Pluckk has seen exponential traction, recording a 5X overall growth, with its functional plant protein range leading the surge at an exceptional 10X growth.

The milestone reflects not only the brand's rapid momentum but also a larger shift in India's evolving health, wellness, and nutrition landscape. Consumers are increasingly becoming aware of daily, sustainable nutrition habits over short-term diet trends. They seek clean-label, science-backed nutrition that becomes a natural part of everyday lifestyles. In particular, consumers today are increasingly recognising the value of plant protein in their daily diets, owing to its rich fibre content, essential nutrients, antioxidants, and gut health benefits, making the brand's protein bars a convenient way to support healthier everyday habits.

The category's standout product, the clean-label pea-and-rice blend Plant Protein Bar, offers 15 grams of protein with no refined sugar or preservatives. Designed by nutritionists with a focus on daily consumption, the bar caters to the rising demand for transparent, gut-friendly, and functional wellness products. Currently available in three flavours across 50+ Indian cities through key retail chains, leading digital marketplaces, and D2C channels, the brand is also set to introduce a fourth flavour following its expansion into the UK, marking its first venture outside India.

The brand's personalised nutrition services, along with its functional foods portfolio, including meal-replacement shakes and soups, have each witnessed 3X growth. A distinctive feature of Upnourish is its science-backed nutritional approach, with products developed alongside nutritionists and backed by a strong clean-label focus. This has helped strengthen Pluckk's evolution from a fresh-produce player into a more holistic nutrition-led ecosystem spanning fresh foods, salads, functional nutrition, and preventive wellness.

For nutrition programs, women consumers have been a primary growth driver, seeking support for fat loss, PMOS, thyroid, diabetes, and metabolic health. Notably, while 70 per cent of users come from India's top metros, a fast-growing 30 per cent now belongs to Tier 2 cities, a clear sign that preventive wellness is finding new ground well beyond urban centres.

On the product side, Shakes and Soups have gained popularity amongst working professionals and fitness-conscious consumers seeking balanced nutrition in convenient formats. In Shakes, Chocolate leads consistently across D2C and Amazon, with seasonal favourites like Thandai and Mango building a loyal following of their own. Unlike many conventional

nutrition products positioned for occasional or niche consumption, Upnourish's offerings are for daily use, with clean-label testing and nutritionist-led development at the core.