

GNC India Launches Magnesium PureGlycinate 100% Pure, Non-Buffered Magnesium Bisglycinate Formula for Sleep

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GNC India, a health and wellness brand with over nine decades in nutritional science, has launched GNC Magnesium PureGlycinate, a 100 per cent pure, non-buffered Magnesium Bisglycinate formulation built around one ingredient, one form and one purpose.

As the magnesium supplements category continues to grow rapidly, consumers are increasingly looking beyond labels to understand the quality and form of the ingredients they consume. Built on the premise that the form of magnesium influences its absorption and intended benefits, GNC Magnesium PureGlycinate seeks to bring greater transparency to the category.

Magnesium is a mineral that the body depends on heavily but cannot produce on its own. It drives over 300 enzymatic reactions - from how muscles contract and release, to how the nervous system signals, how energy is produced, how proteins are synthesised, how electrolytes stay balanced, how bones are maintained, how sleep is regulated and how the body handles stress. Every milligram has to come from outside, through food or through a supplement that actually delivers what it promises.

In India, magnesium has become one of the fastest-growing supplement categories. Rising stress and poor sleep have pushed more people toward supplementation, and along with that has come a more considered question: not just what to take, but what is actually inside it. That shift has brought something else into focus too – not just whether to take magnesium, but which form, at what purity, and whether the product on the shelf is genuinely what it claims to be. Many magnesium formulations available today use buffered glycinate, where the active compound is quietly mixed with cheaper forms like oxide or carbonate to bring down production costs. The result is a product that looks complete on paper but delivers less than it should. This growing scrutiny comes as the magnesium supplement market in India is expected to grow from Rs 685 Cr in 2025 to Rs1,100 Cr in 2034 (Source: DMI Analysis, Company Publications, Primary Interviews), with consumers increasingly drawn to formulations that deliver results the body can actually feel: 83 per cent improvement in sleep quality, 46 per cent better nighttime recovery, 22 minutes faster sleep onset, and 33 per cent less muscle soreness.

GNC India built Magnesium PureGlycinate around a different approach. The formulation contains one ingredient in one form – 100 per cent pure, non-buffered Magnesium Bisglycinate with no blending, no dilution and no compromise on the active compound. Magnesium Bisglycinate binds the mineral to glycine, a naturally occurring amino acid the body associates with relaxation and sleep. That bond makes it easier to absorb and gentler on the stomach than most other forms of magnesium.