



## Sector Spotlight

# Health & Wellness Nutrition

Consumer Newsletter

*April 2025*

**o3capital**

*Your Partners, Your Advisors*

Hello Readers,

Welcome to the latest edition of the o3 Capital Consumer Newsletter.

The **global nutraceuticals market** is currently valued at over USD 480 Bn and is projected to reach approximately USD 670 Bn by 2027, growing at a CAGR of around 9%. In comparison, the **Indian nutraceuticals market** remains relatively untapped – currently estimated at USD 7 Bn and expected to grow to USD 11 Bn by 2027, registering a CAGR of 11%. This expansion is largely driven by a growing consumer preference for preventive healthcare solutions.

Globally, several major players have emerged across both functional/performance and medicinal nutraceutical segments. These companies have predominantly adopted **inorganic growth strategies**, expanding through strategic acquisitions across key categories and markets.

There is significant untapped potential in the Indian Nutraceuticals Market. While leading **FMCG and pharmaceutical companies** act as strong incumbents in the sector, a number of **new-age D2C brands** have also entered the space, aiming to capture market share.

**Deal of the quarter** - In January, FMCG giant Hindustan Unilever Ltd. announced acquisition of 90%+ stake in new-age skincare brand **Minimalist** with a path to complete acquisition in 2 years, valuing the company at ~INR 3,000 cr.

In this edition, we also cover key M&A and private equity deals from Q1FY25, along with a comprehensive market overview, to provide you with deeper insights into the industry.

Hope you enjoy reading the Newsletter.

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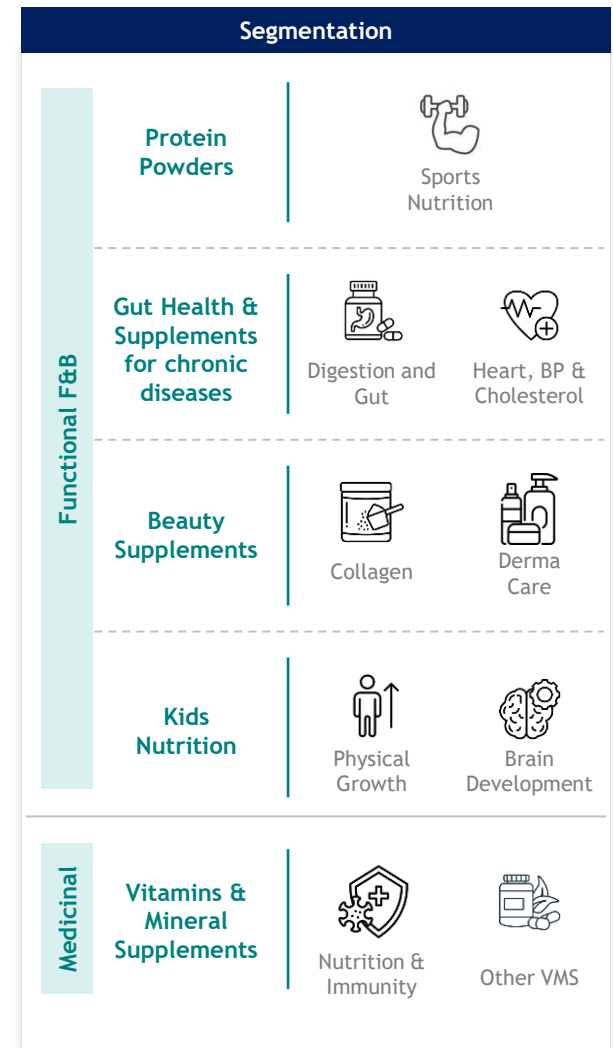
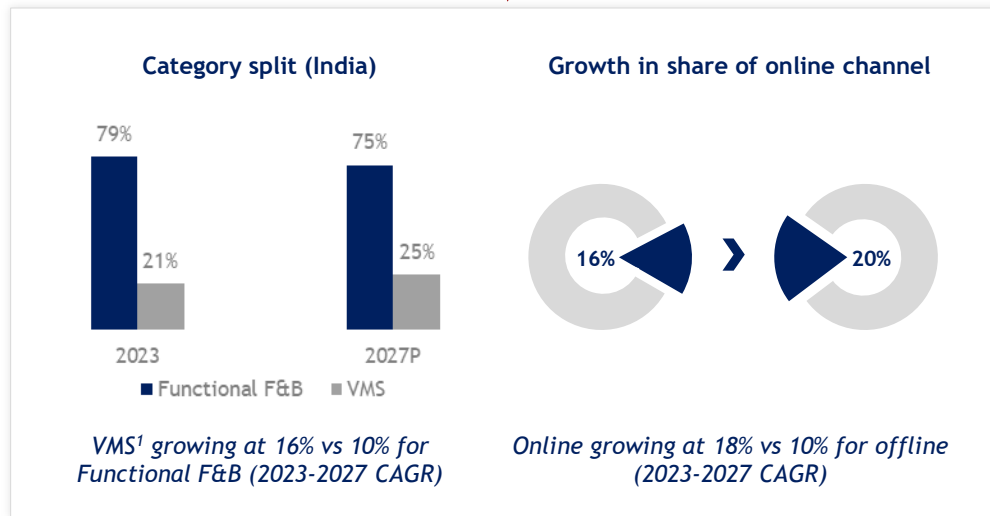
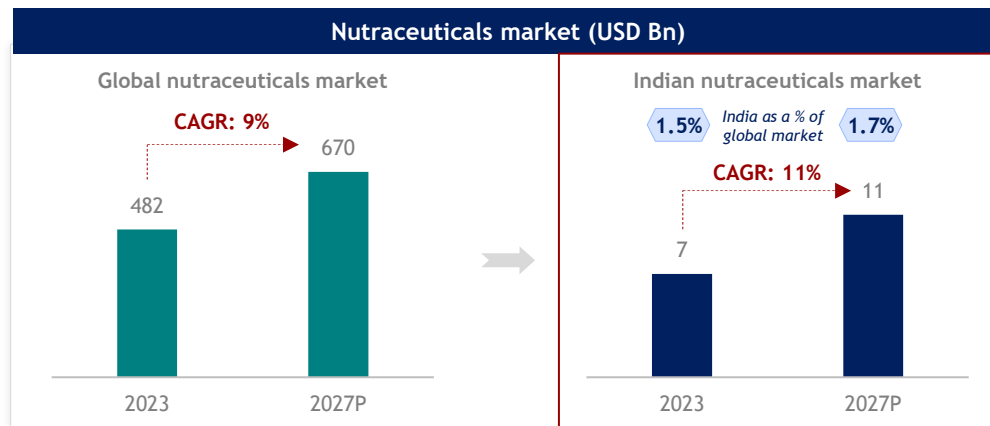
o3 Capital Overview



# Cover Story: Health & Wellness Supplements



# Global market: Large TAM, USD 480 Bn+ market, growing at 9% CAGR



# Global market: Strong outcomes across functional and medicinal nutraceuticals built through acquisitions

Company	Protein powder & other meals		Multi-vitamins, Omega & other micro-nutrients		Beauty: Collagens, Biotins, Peptides		Gut Health: Probiotics, fibers etc.		Kids Nutrition		# Acquisitions	Segment Strategy
	 Optifast	 Orgain	 Garden of Life	 Pure Encapsulations	 Vital Proteins	 Garden of Life	 Garden of Life	 OptiFiber	 Boost Kids	 Carnation Breakfast Ess.	5	<ul style="list-style-type: none"><li>Focused on personalized nutrition and functional health products</li></ul>
	 Ensure Max Protein						 Digene		 PediaSure	 PediaLyte	1	<ul style="list-style-type: none"><li>Focused on medical nutrition with an emphasis on pediatric care products</li></ul>
	 Herbalife 24		 Multivitamins	 Omega-3	 Collagen Powder		 Active Fiber Complex	 Simply Probiotic				<ul style="list-style-type: none"><li>Focused on functional nutrition (protein powders, meal replacements) and weight management</li></ul>
	 Optimum Nutrition		 Opti-Men / Women		 Amazing Grass - Collagens		 Amazing Grass Green Blends				6	<ul style="list-style-type: none"><li>Leading sports &amp; performance nutrition portfolio</li></ul>
	 Fortimel	 GetPro					 Activia	 DanActive	 Aptamil	 Daninio	1	<ul style="list-style-type: none"><li>Focused on medicinal nutraceuticals; largely probiotics</li></ul>
	 NutraLite Protein Powder		 NutraLite Daily Multivitamins		 Truvivity	 NutraLite Collagen	 Probiotic	 Digestive Enzyme	 Fiber	 Kid's Multivitamin		<ul style="list-style-type: none"><li>Leverage the Nutrilite brand across VMS &amp; Functional F&amp;B</li></ul>
			 Centrum Vitamins				 BeneFiber		 Centrum Gummies		2	<ul style="list-style-type: none"><li>Focus on OTC health solutions, with a strong emphasis on multivitamins</li></ul>
			 Seven Seas	 New Chapter			 Meta Mucil	 Align Probiotic	 Seven Seas Kids		1	<ul style="list-style-type: none"><li>Presence in vitamins and supplements and gut health</li></ul>

# India market: Significant opportunity amidst the Pharma-FMCG spectrum







Pharma

India Health & Wellness Spectrum

FMCG





















	 <b>OTC Medicines</b>	 <b>Vitamins, Minerals &amp; Supplements</b>	 <b>Functional Food &amp; Beverages</b>	 <b>Healthy foods</b>	 <b>Wellness Care</b>
Market size	<b>USD 4-5 Bn</b>	<b>USD 2 Bn</b>	<b>USD 5 Bn</b>	<b>USD 11 Bn</b>	<b>USD 18 Bn</b>
Segments & products	<ul style="list-style-type: none"> <li>▪ <b>Preventive</b> <ul style="list-style-type: none"> <li>– General wellness &amp; lifestyle focused</li> </ul> </li> <li>▪ <b>Symptomatic</b> <ul style="list-style-type: none"> <li>– Quick relief focus; allergic/digestive issue</li> </ul> </li> <li>▪ <b>Curative</b> <ul style="list-style-type: none"> <li>– Pain, fever, cold etc. related medications</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Vitamin, mineral, and nutritional supplements</b> <ul style="list-style-type: none"> <li>– Vitamins, minerals, and supplements for beauty</li> <li>– Vitamins, minerals, and supplements for healthy lifestyle, weight loss, etc.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>F&amp;B enriched, enhanced or fortified with micronutrients</b> <ul style="list-style-type: none"> <li>– Sports nutrition</li> <li>– Weight management</li> <li>– Nutrition for chronic conditions, children, and general well-being</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Healthier nutrient-rich food options for better Health</b> <ul style="list-style-type: none"> <li>– Fiber-rich alternatives to everyday</li> <li>– Foods artificially enriched with micronutrients</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Non-ingested wellness &amp; personal care products</b> <ul style="list-style-type: none"> <li>– Application based: oral care, sunscreen, gargles etc.</li> <li>– Devices such as bandages, contraceptives, and sanitary napkins</li> </ul> </li> </ul>
Regulator	Ministry of Ayush (Drugs License), DGCI	FSSAI, DGCI, Ministry of Ayush (Drugs License)	FSSAI	FSSAI	CDSCO

# India market: Incumbents have sizable consumer wellness segments, with distinct strategies deployed by FMCG and pharma players

Company	Relevant Segment	Segment Overview	Key Brands	Segment Strategy
	Healthcare	Health Supplements, Digestives, OTC and Ayurvedic Ethicals	Chyawanprash, Honey, Honitus, Pudinhara, Amla, Glucose, Hajmola, ORS etc.	<ul style="list-style-type: none"> <li>Focus on GTM - consumer-centric engagement + strengthening the doctor advocacy channels</li> </ul>
	Healthcare (Zandu Brand)	Healthcare products in OTC, Generics & Ethicals	Zandu Pancharishta, Zandu Nityam, Zandu Kesari Jivan, Zandu Chyawanprash etc	<ul style="list-style-type: none"> <li>Focus on sustained product launches and new category creation; Higher penetration in laxatives &amp; immunity</li> </ul>
	Vitamins/Minerals/Nutrients	Food, Nutrition & Personal care and Immunity focused supplements	Everyuth, Complam, Glucon-D, Sugar-Free, GRD - The Superior Protein, Complam Nutrigro, Cimune	<ul style="list-style-type: none"> <li>Focus on portfolio diversification &amp; geographic expansion across MEA, SEA</li> </ul>
	Vitamins/Minerals/Nutrients	Immunity focused supplements and Functional Foods	Plix, True Elements and Saffola	<ul style="list-style-type: none"> <li>Focus on portfolio diversification in health food segment through inorganic expansion</li> </ul>
	Consumer Health	Pain management, nicotine replacement, electrolytes etc.	Nicotex, Omnigel, Cofsils, Prolyte, Cipladine, Maxirich	<ul style="list-style-type: none"> <li>Strengthening play across consumer health (cosmetics &amp; personal care) segments</li> </ul>
	Consumer Healthcare (CHC)	Gastro, health supplements, women's health & Pain management	Softovac, Aptivate, Vimpro, Vovilup	<ul style="list-style-type: none"> <li>Focused on strengthening consumer health segment</li> </ul>
	Consumer Wellness & Vitamins, Mineral & Nutrients	Vitamin / nutrient deficiency, pain management, Anti-acne and digestion management	Nurokind Gold, Nurokind Plus-RF, HealthOK, Gas-O-Fast	<ul style="list-style-type: none"> <li>Expanding OTC focus from Pregnancy Care and Sexual Wellness to Consumer Wellness</li> </ul>
	Global Consumer Healthcare Business	Recovery & pain management supplements	Revital H, Volini and Abzorb	<ul style="list-style-type: none"> <li>Maintain leadership in existing markets + enhance presence in high growth regions</li> </ul>
	Consumer Health	Supplements, personal hygiene & Vitamins	Shelcal-500, Ahaglow, Unienzyme, Tedibar etc.	<ul style="list-style-type: none"> <li>Recent segment; Focus on consistent new product launches</li> </ul>
	India Consumer Healthcare	Primary focus areas include Kid's Wellness, Multivitamins, Women's Health, Digestive	Little's, Lacto Calamine, I-Pill, Polycrol, and Tetmosol	<ul style="list-style-type: none"> <li>Focus on new product development and more volumes via online channels</li> </ul>

# Nutraceuticals: Brand Landscape

	Global Brands	Scaled Indian Brands	New-age Indian Brands
Protein Powders	     	    	    
Gut Health & Supplements for chronic diseases	       	        	    
Derma Care and Beauty Supplements	   	    	   
Kids Nutrition	     	     	  
Vitamins & Mineral Supplements	     	      	    



# Recent Consumer Transactions



# HUL acquires majority stake in Minimalist for USD 315 Mn



Leading Indian FMCG company present across Personal Care, Home Care and Packaged F&B



## Minimalist

Science-backed skincare brand offering clean and transparent products

### Transaction Highlights

315

Deal Value  
(USD Mn)

90.5%

Stake acquired  
(%)

348

Enterprise Value  
(USD Mn)

### Target business overview

- Founded in 2020 by **Mohit Yadav** and **Rahul Yadav**, Minimalist is a rapidly growing digital-first skincare brand
- The brand's proposition lies in blending beauty with **science-backed active ingredients**
- The business has scaled up to an **ARR of INR 500 cr** within 4 years
- The brand has a **state-of-art manufacturing plant** in Jaipur, operating at a daily capacity of 150,000 units

### Deal Rationale

- The deal involves a **mix of secondary buyouts and primary infusion** with a path to acquire the balance stake in two years
- Minimalist's strength in **active-ingredient-led formulations** complements HUL's broader beauty and personal care portfolio
- Adds a **high-growth, premium skincare brand** to HUL's offerings
- Positions HUL as a leader in both **mass and premium skincare segments**
- Accelerates HUL's move towards **e-com-led and digitally native** brands
- Combines Minimalist's **innovation agility** with HUL's **operational scale and retail muscle**

### Key Highlights and Metrics

50+

# SKUs

10%

Offline sales  
(% of revenue)

500

Dec'24 ARR  
(INR cr)

350

FY24 Net Sales  
(INR cr)

73%

Gross Margin

6%

EBITDA Margin










*"This acquisition (Minimalist) is another key step to grow our Beauty & Wellbeing portfolio in high-growth premium demand spaces"*

**Rohit Jawa, CEO and Managing Director, HUL**

# Key Consumer Transactions in the month of March'25









	Investor	Target	Target Description	Deal Value (USD Mn)
PE Transactions	TEMASEK ALPHA WAVE	 >>	A leading Indian sweets and snacks manufacturer known for products like namkeens, sweets, and ready-to-eat meals	1,510
	ANICUT vertex VENTURES	 >>	A beauty and wellness brand focusing on natural and Ayurvedic skincare and haircare solutions	24
	ICICI Venture sauce.vc	INNOVIST >>	Parent company of Gurugram-based D2C hair brand Bare Anatomy, Chemist at Play (ceramide-based skincare brand), and SunScoop (a sunscreen-only brand)	6
	ANANTA	 >>	An Indian fashion-forward footwear and apparel brand popular for its trendy, urban designs and streetwear style	3
M&A Transactions	KANDHARI Group of Industries	 >>	North Gujarat bottling operations of Hindustan Coca-Cola	235
	Goody agrovet agri-life solutions	 >>	A leading South Indian dairy company providing milk and a range of dairy products under the brand "Jersey" <sup>1</sup>	110
	adani wilmar	 >>	Engaged in the business of manufacturing, packaging, and selling various types of processed and preserved food products under the brand name Tops	70

# Key Consumer Transactions in the month of February'25

	Investor	Target	Target Description	Deal Value (USD Mn)
PE Transactions		 >>	Sportswear and footwear brand operating in the affordable segment	26
		 >>	Manufacturer of health food including - protein bars and health supplements without added sugar, preservatives or flavoring	16
M&A Transactions		 >>	Online meat delivery service provider; Producer of frozen, ready-to-cook foods and snacks	22
		 >>	A natural beauty and personal care brand offering herbal-based skincare and haircare products	14
	Mohit Bajaj & Deep Bajaj	 >>	A female hygiene brand offering period care, intimate hygiene, and sustainable wellness products (bought back by founders from The GoodGlam Group)	N.A.



# Key Consumer Transactions in the month of January'25

	Investor	Target	Target Description	Deal Value (USD Mn)
PE Transactions		foxtale >>	Skincare brand that offers personalized, science-backed skincare solutions tailored to Indian skin types and concerns	30
		Dr. Jackfruit >>	Manufacturer and marketer of jackfruit-based ready-to-cook products	8
		RAS >>	Skincare brand offering 100% natural, farm-to-face skincare and aromatherapy products, known for their essential oils, serums, and facial oils	5
		boba bhai >>	Quick-service restaurant (QSR) brand focused on bubble tea and Korean cuisine	4
		Nilons >>	Food product manufacturer known for their wide range of pastas, jam, pickles, sauces, cereals and ready-to-cook food	N.A.
M&A Transactions		Minimalist >>	New-age D2C science-backed skincare brand offering clean and transparent products	314
		mk mantra >>	Odisha-based dairy startup known for its ethical sourcing and innovative dairy products under brands - Milky Moo and MooShake	27
		Sil >>	Engaged in providing fresh jams, sauces, ketchups, dressing and canned foods	N.A.

# Listed Market Landscape

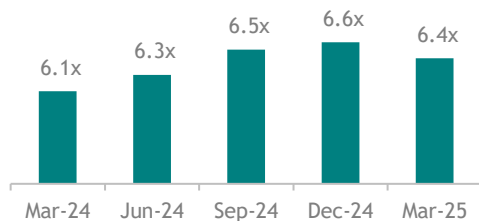


# Listed Market Multiples (1/4) - Food & Beverages

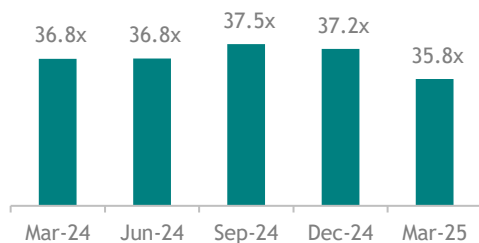
## Branded F&B



### Average EV/LTM Revenue



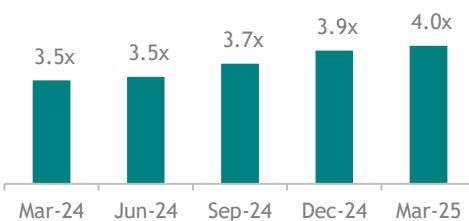
### Average EV/LTM EBITDA



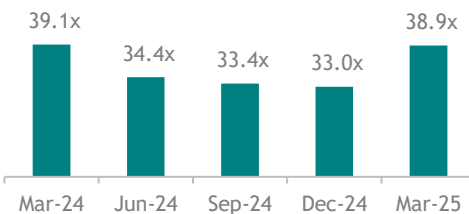
## Foodservice



### Average EV/LTM Revenue



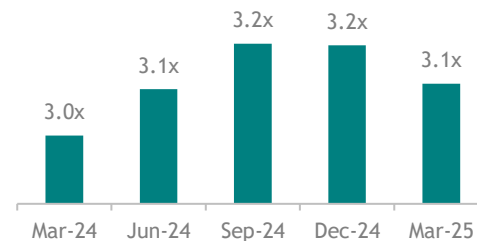
### Average EV/LTM EBITDA



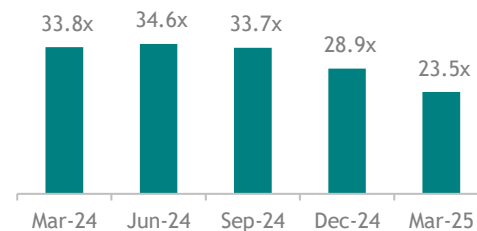
## Dairy



### Average EV/LTM Revenue



### Average EV/LTM EBITDA

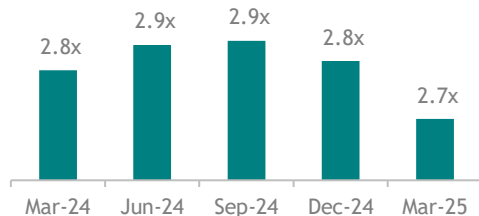


# Listed Market Multiples (2/4) - Apparel & Retail

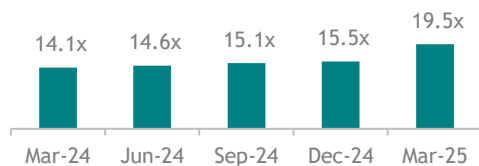
## Branded Apparel



### Average EV/LTM Revenue



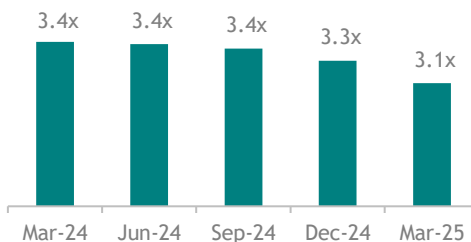
### Average EV/LTM EBITDA



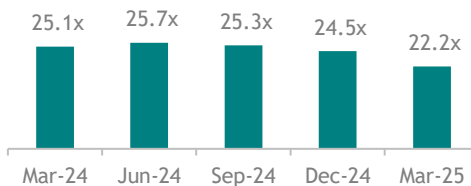
## Footwear



### Average EV/LTM Revenue



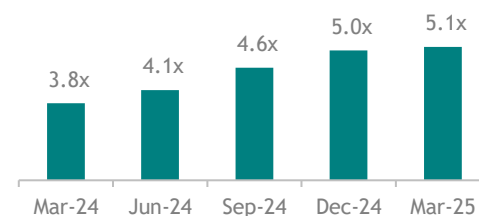
### Average EV/LTM EBITDA



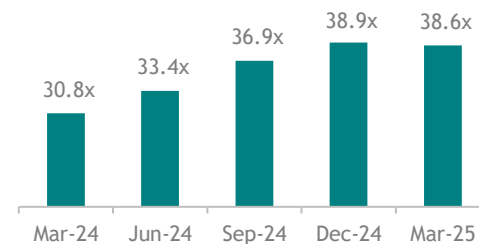
## Retail



### Average EV/LTM Revenue



### Average EV/LTM EBITDA



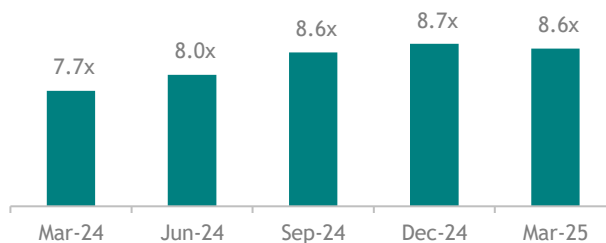


# Listed Market Multiples (3/4) - Home and Personal Care

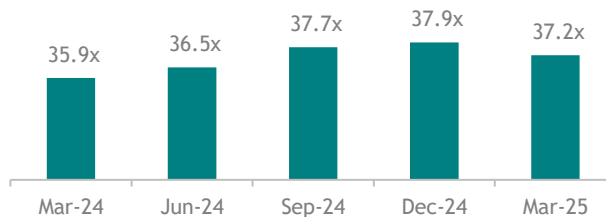
## Home and Personal Care



### Average EV/LTM Revenue



### Average EV/LTM EBITDA

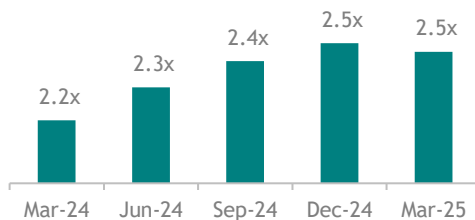


# Listed Market Multiples (4/4) - Others

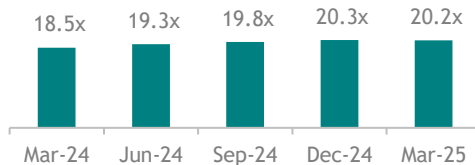
## Building Materials



Average EV/LTM Revenue



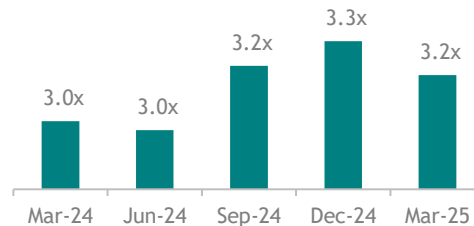
Average EV/LTM EBITDA



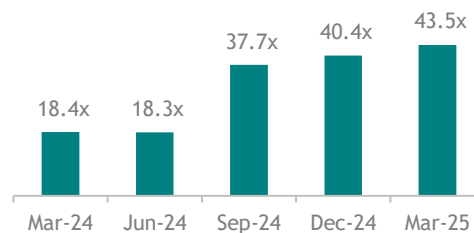
## Education & Publication



Average EV/LTM Revenue



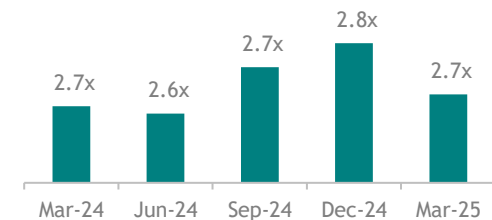
Average EV/LTM EBITDA



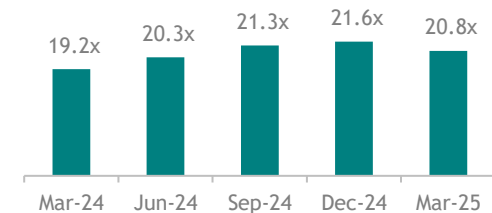
## Flavors and Fragrances



Average EV/LTM Revenue



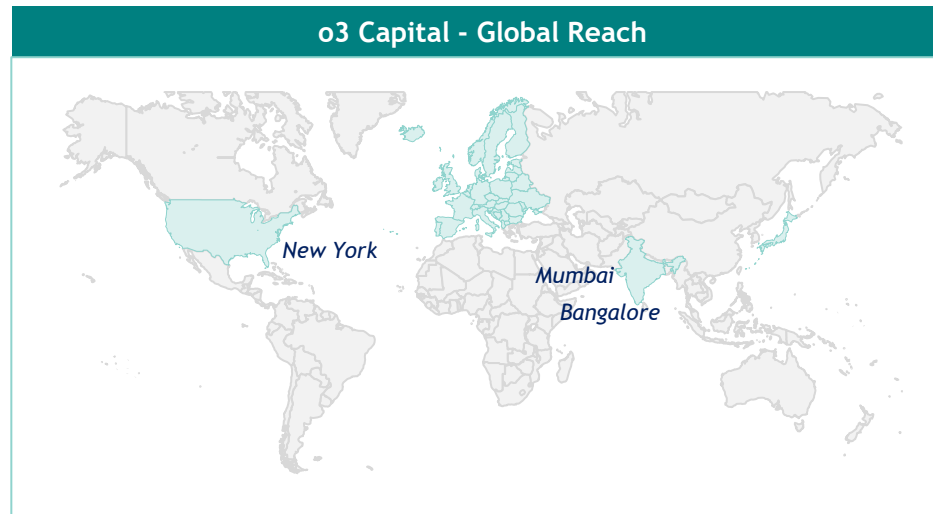
Average EV/LTM EBITDA



# o3 Capital Overview



# o3 Capital Overview



222

Transactions  
Closed

12

Total Value of  
Transactions (USD Bn)

17

Transactions Closed  
in Last 12 Months

## Recent Consumer Transactions

SOLV



Jumbotail's  
acquisition of  
Solv India



PayU's acquisition  
of Mindgate  
Solutions



Stake sale by Rabo  
India in Cremica



KIRIN MUFG

BIRA raised funds  
from Kirin  
Holding & MUFG

Gynoveda



Gynoveda raises  
Series A funding  
lead by India  
Alternatives



Hopscotch raised  
funds from  
Amazon



Siguler Guff, o3  
Alts acquires stake  
in Baazar Kolkata



Luker raises funds  
from Siguler Guff

Color denotes o3 Capital's client

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