



MARKET TRENDS IN SRI  
LANKA: HEALTH FOOD



## KEY TRENDS

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**Sri Lanka**



#### Rising Awareness On Health After Pandemic

- Technology has brought about convenience to achieve higher levels of fitness.
- Sri Lanka consumers have changed their mentality towards fitness, where both nutritional and exercise science are involved.

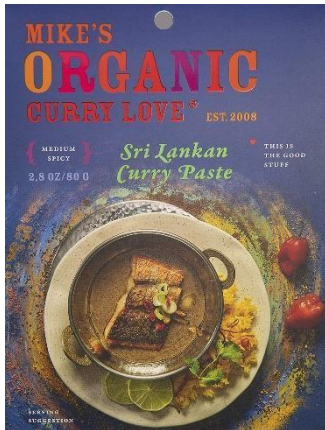


#### Strong Growth and Demand Of Dietary Supplement

- People are doing more research to illuminate that we all have unique metabolisms and nutritional needs thus the demand for dietary supplements.
- With the rise of multiple health concerns, nutrition has gained more recognition through daily supplement.



## Rising Awareness On Health After Pandemic



### Mike's Organic Curry Love Est. 2008 Sri Lankan Curry Paste

- Our Certified Organic Curry Pastes are made in Sri Lanka. We source our ingredients from Central Sri Lankan Organic Farms.
- USDA Organic and non-GMO.
- Gluten-free and Soy-free.

**Ingredients:** Filtered Water, Coriander, Virgin Coconut Oil, Brown Rice Flour, Onions, Goraka Garcinia, Salt, Black Pepper, Cumin Seed, Lemongrass, Tamarind, Garlic, Chili, Ginger, Fenugreek, Cumin, Curry Leaf, Cane Sugar, Mustard Seed, Cloves, Pandanus, Turmeric, Cinnamon, Cardamom.

### Maliban Sugar Free Biscuit

- Product of Sri Lanka.

**Ingredients:** Wheat Flour, permitted Swetenere Maltitol, Vegetable Fat, Wheat Bran, Cereal Corn, Slat, Leavening Agent, Permitted Sweetener Sucralose, Emulsifier, Tocopherol, Nature Identical Milk-flavor, Artificial Vanilla Flavour, Permitted Colours.





## Strong Growth and Demand Of Dietary Supplement



### Green Hopes Lunuwila- Brahmi Capsules

- Brahmi or Bacopa monnieri is a very well-known medicinal herb. It is used in Ayurveda for centuries. Brahmi is useful in nervous disorders, bronchitis, fever, swelling, abdominal pain, and flatulence. Brahmi has stomachic, digestive, rejuvenate, anti-epileptic, anti-pyretic and analgesic activities.



### Beautine Advanced Herb Supplement

- Healing Herbs Beautine Advanced capsules consist of unique and powerful antioxidants, natural proanthocyanins, natural carotenoids and essential vitamins and minerals that are combined to nourish and protect you from harmful free radicals and provide essential micronutrients to support, repair and rejuvenate your skin, hair, and nails.

**Main proposition:** 350 mg of proanthocyanins.

**Others:** Grape Seed Extract, Bilberry Extract, Calendula Extract, Keratin, Vitamin & Minerals.

## References - Sri Lanka

- 360iResearch. (2022). Dietary Supplements Market Research Report - Sri Lanka Forecast to 2027 - Cumulative Impact of COVID-19. Industry Report.
- [Daily FT. \(2020\). Post-pandemic: Changing the way we view fitness in Sri Lanka. https://www.ft.lk/columns/Post-pandemic-Changing-the-way-we-view-fitness-in-Sri-Lanka/4-710328](https://www.ft.lk/columns/Post-pandemic-Changing-the-way-we-view-fitness-in-Sri-Lanka/4-710328)

## References – Photo Credit

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