

# **Food as Nutraceuticals- A Short Note**

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## **ABSTRACT**

A preposterous year there is an expanded number of dietary enhancements accessible on the market. Nutraceutical or bioceutical the combination of 'nutrition' and 'pharmaceutical' which includes every day products like bio' yoghurts, fortified breakfast, herbal remedies etc. These nutraceutical is regarded as the bioactive substance and natural bioactive compounds which helps in fighting significant medical conditions like malignant growth, cardiovascular illnesses and so on. Increasing trends in preventive therapy and self-medication is a major driving force for nutraceutical market. Some challenges faced in nutraceuticals market are lack of standardization, high pricing, awareness, marketing and distribution. Nutraceutical market is seeing flowing development principally in United States, India and European nations. The market in India is isolated into three significant gatherings practical food, refreshments and dietary enhancements. In whole, 'nutraceutical' has lead to the new time of wellbeing and medication due to its varying potential in curing chronic diseases , in which the food business and industry has become a research oriented sector. This review article depicts the meaning of nutraceuticals, its categorization in India, challenges as well as demand for the nutraceutical market and its scenario in Indian health market.

**Keywords:** *Fortified food, Functional food, Human diet, Nutraceuticals and Pharmaceutical.*