

Decoding Nutraceutical Premiumization in South Asia: An Institutional Perspective on Emerging Healthcare Ecosystem

Mazid Khan^{*}, Ram Singh and Aaqib Chaudhary^{**}

Indian Institute of Foreign Trade, New Delhi

Abstract: Through the lens of institutional theory, the study aims to decode the key drivers of premiumization of nutraceuticals across SAARC countries and demystify the interlinkages between premiumization of nutraceuticals and these drivers shaping the modern healthcare ecosystem. The study adopts a descriptive research design combining thematic analysis to map to prominent institutional forces, namely, coercive, normative, and cultural-cognitive, with the underlying drivers. The research appraises the influence of digital health and technology integration, medicalization of nutraceuticals, broader healthcare ecosystem, shift in perception among consumers, aspiration consumption, penetration across markets, and institutional changes on the adoption of premium nutraceuticals.

Keywords: Nutraceuticals, Premiumization, Medical Devices, Healthcare, Institutional Theory

^{*} Corresponding author. Research Scholar. Email: mazidkhan234@gmail.com

^{**}Visiting Faculty. Email: Aaqib_phdmf21@iift.edu