

Pro Healthwayz is providing immunity-boosting Nutraceuticals at affordable rates in India

Vijayawada, Aug 6, 2020 ([Issuewire.com](https://www.Issuewire.com)) - The COVID-19 pandemic has shown the world how important it is to build strong immunity. In this regard, the situation of Indian population is not very pleasant as 15% of the total population is undernourished, which has led to the loss of nearly US \$12 billion of the country in Gross Domestic Product (GDP) to malnourishment. **PRO Healthwayz International** is trying to mitigate it by dating back to hundreds of years ago when the ancestors of the country used to cure themselves with herbal products. This company is offering Nutraceuticals that are made out of herbal products, vitamins, minerals, and dietary substances which have proven to boost immunity against diseases and bring in other physiological benefits as well. Through these products, the company has focused on the usage of rich Indian heritage of supplements and herbal medicines that have been in resonance with the Indian mythology and folklore.

The demand of Nutraceuticals in the Indian market is huge, which can lead to its growth from \$4 billion in 2017 to \$18 billion in 2025. The Nutraceuticals market of India consists of breakfast cereals, fortified flours, sports drinks, glucose, and fortified juices. However, 65% of the market is covered up by Dietary supplements, such as herbal and non-herbal extracts, and macronutrients. This has led to great competition between firms like Himalaya, Dabur, Amway, and Emami. However, **PRO Healthwayz International** has proved to be a winner of the industry due to its top-quality products that have been made available to the masses at affordable rates.

Derived from the terms 'nutrients' and 'pharmaceutical' by Dr. Stephen De Felice in 1989, Nutraceuticals are very effective when it comes strengthening the immunity of human bodies. But, due to the increase in the cost of healthcare products, many are not able to afford such immunity-boosting products. The Government of India has tried its best in reducing the number of malnourished citizens of the country through various initiatives like National Health Mission (NHM), Integrated Child Development Services (ICDS), mid-day meal scheme, etc. Yet, the impact of these initiatives hasn't been great. However, the wealth of middle-income and high-income households is increasing, the impact of which can be seen in the huge demand of Nutraceuticals, which has been perfectly quoted by **Pro Healthywayz** CEO Mr. Rizwan - 'Nutraceutical is the need of the hour'. You can visit <https://healthywayz.biz/Index.html#/> to place your first order.

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