

VEGETABLE EXTRACT MARKETING: A MARKETING SOLUTION FOR CURBING MALNUTRITION AND VEGETABLE MARKETING PROBLEMS, INDIA

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INTRODUCTION

Malnutrition is a major issue in both developing and developed countries. Malnutrition can arise for a variety of reasons. Despite a 50% growth in GDP since 2013, India is home to more than a third of the world's hungry children. Half of these youngsters under the age of three are underweight. Individuals and society suffer long-term consequences from nutritional deficits. Nutritionally inadequate people are more likely than their better-fed colleagues to get infectious diseases like pneumonia and tuberculosis, which result in a higher mortality rate. Furthermore, people who are malnourished are less productive at work. Low productivity not only results in low compensation but also in a vicious cycle of malnutrition.

One explanation is a lack of a well-balanced diet rich in nutrients. People's diets lack the necessary amounts of proteins, minerals, vitamins, and other nutrients. All nutrients, such as minerals, proteins, and vitamins, are abundant in plants. Vitamin A, minerals, and dietary fibre are all found in vegetables, making them essential for human health. Vitamins A, C, and E are important for human health.

Vegetables' nutrient and non-nutrient molecules lower the risk of chronic disease. Furthermore, starving people are less productive at work. Low productivity leads to not only low pay but also a vicious circle of starvation. One explanation is a lack of a well-balanced, nutrient-dense diet. Protein, minerals, vitamins, and other nutrients are in short supply in most people's diets. Plants are rich in all nutrients, including minerals, proteins, and vitamins. Vegetables provide vitamin A, minerals, and dietary fiber, all of which are vital for human health. Human health depends on vitamins A, C, and E. The nutrient and non-nutrient components in vegetables reduce the risk of chronic disease. The global market for vegetable extracts is likely to be driven by increased consumer awareness of the advantages of regular vegetable eating. Vegetable extract is a concentrated liquid made from vegetable juice or dry vegetable powder.

Beetroot, kale, onions, carrots, cabbage, broccoli, parsley, or any other vegetable can be used. They can be added to savoury recipes to add flavour. To meet the growing demand for product quality transparency, producers of vegetable extracts are launching clean-label and organic vegetable extracts. Vegetable extract production is the simplest approach to extending the shelf-life of vegetables without sacrificing their original flavour and taste. Hence, vegetable extract production is predicted to rise in the next few years, as it can assist in reducing post-harvest losses of vegetables.

Furthermore, rising demand for vegetable extracts in the creation of dietary supplements is expected to drive market expansion in the approaching years.

Regular use of vegetable extracts in the form of nutritional supplements, according to doctors and healthcare experts, can assist to preserve overall health, which is considered to be a positive factor for the manufacturers' growth. Researchers are only now beginning to look into the link between our eating habits and our mood. An imbalanced diet might also contribute to mental health issues. There is a correlation between certain diets and psychological effects. Low-

nutrition diets contribute to the aggravation of mood disorders like anxiety and depression, whereas foods high in vegetables help to alleviate these symptoms. Regular consumption of broccoli or cereal in the form of dietary supplements, for example, can provide greater benefits than raw consumption because dietary supplements contain concentrated forms of the vegetables that can aid in the treatment of various health conditions such as high blood pressure, diabetes, and other ailments.

Furthermore, because those products are widely available on various e-commerce platforms, as well as discounts and freebies supplied by e-commerce shops, the industry is predicted to increase positively.

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