

# **Herbal Medicine Market By Form (Tablets and Capsules, Powder, Others) , By Category (Pharmaceutical and Nutraceutical, Personal Care and Beauty Products, Others) By Distribution Channel (Online Channel, Offline Channel) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

<https://marketpublishers.com/r/HFD61B72B93DEN.html>

Date: September 2024

Pages: 280

Price: US\$ 2,655.00 (Single User License)

ID: HFD61B72B93DEN

## **Abstracts**

The herbal medicine market was valued at \$186.4 billion in 2023, and is projected to reach \$433.7 billion by 2033, growing at a CAGR of 8.8% from 2024 to 2033.

Herbal medicine, also known as botanical medicine or phytotherapy, is the practice of using plants or plant-derived substances to treat and prevent illnesses. It is commonly used to complement modern medical treatments or as a form of self-care for conditions like stress, digestive issues, and mild infections. This practice relies on the therapeutic properties of plants, utilizing their extracts, roots, leaves, flowers, and seeds to create remedies that address a wide range of health conditions.

The growth of the global herbal medicine market is driven by rise in awareness about the side effects of synthetic drugs has led consumers to seek out natural, plant-based remedies. Moreover, rise in interest in preventative care has shifted consumer preference toward herbal supplements and treatments to maintain health and prevent diseases. Furthermore, rise in prevalence of chronic conditions such as diabetes, hypertension, and arthritis has driven the demand for alternative treatments, including herbal medicines, which are perceived to have fewer side effects compared to conventional drugs. A 2023 study by the World Health Organization claimed that approximately 41 million individuals die each year due to chronic diseases. In addition, surge in geriatric population significantly contributes toward the market growth. This is

attributed to the fact that as the global elderly population grows, so does the demand for herbal medicines, which are often used to manage age-related health issues like memory loss, joint pain, and digestive disorders. As per the World Health Organization, the number of people aged 60 years and older was 1 billion in 2019. This number is estimated to increase to 1.4 billion by 2030 and 2.1 billion by 2050. The online availability of herbal products, coupled with digital marketing strategies, has made these products more accessible to consumers globally, thereby fostering the market growth. However, lack of robust, large-scale clinical trials to scientifically validate the efficacy and safety of herbal medicines restrains the growth of the global market. In addition, widespread availability and strong marketing of conventional pharmaceutical drugs, which are often perceived as more effective and reliable, hamper the growth of the market. On the contrary, increase in investment in research on the efficacy and safety of herbal products, along with advancements in extraction and formulation techniques, is expected to offer lucrative opportunities for the market expansion during the forecast period.

The global herbal medicine market analysis is segmented into form, category, distribution channel, and region. On the basis of form, the market is categorized into tablets & capsules, powder, and others. As per category, it is divided into pharmaceutical & nutraceutical, personal care & beauty products, and others. Depending on distribution channel, it is bifurcated into online channel and offline channel. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Findings

On the basis of form, the tablets & capsules segment dominated the market in 2023.

As per category, the pharmaceutical & nutraceutical segment is likely to exhibit highest growth by 2033.

Depending on distribution channel, the online channel is expected to register highest growth rate from 2024 to 2033.

Region wise, North America held the largest market share in terms of revenue in 2023, the global herbal medicine market revenue, and is likely to dominate the market during the forecast period.

## Competition Analysis

Competitive analysis and profiles of the major players in the global herbal medicine market include Herbalife Nutrition Ltd., Nutraceutical Corporation, Patanjali Ayurved Limited, ARKOPHARMA, BEOVITA, Hishimo Pharmaceuticals, Schaper & Br?mmer, Venus Pharma GmbH, Arizona Natural Products, and Himalaya Holdings Ltd. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

Additional benefits you will get with this purchase are:

Quarterly Update and\* (only available with a corporate license, on listed price)

5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.

Free Upcoming Version on the Purchase of Five and Enterprise User License.

16 analyst hours of support\* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)

15% Free Customization\* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)

Free data Pack on the Five and Enterprise User License. (Excel version of the report)

Free Updated report if the report is 6-12 months old or older.

24-hour priority response\*

Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

Regulatory Guidelines

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

SWOT Analysis

## Key Market Segments

### By Form

Tablets and Capsules

Powder

Others

### By Category

Pharmaceutical and Nutraceutical

Personal Care and Beauty Products

Others

### By Distribution Channel

Online Channel

Offline Channel

## By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

Rest of LAMEA

Key Market Players

Herbalife Nutrition Ltd.

Nutraceutical Corporation

Patanjali Ayurved Limited

ARKOPHARMA

BEOVITA

Hishimo Pharmaceuticals

Schaper & Br?mmer

Venus Pharma GmbH

Arizona Natural Products

Himalaya Holdings Ltd

## Contents

### **CHAPTER 1: INTRODUCTION**

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
  - 1.4.1. Primary Research
  - 1.4.2. Secondary Research
  - 1.4.3. Analyst Tools and Models

### **CHAPTER 2: EXECUTIVE SUMMARY**

- 2.1. CXO Perspective

### **CHAPTER 3: MARKET LANDSCAPE**

- 3.1. Market Definition and Scope
- 3.2. Key Findings
  - 3.2.1. Top Investment Pockets
  - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
  - 3.3.1. Bargaining Power of Suppliers
  - 3.3.2. Threat of New Entrants
  - 3.3.3. Threat of Substitutes
  - 3.3.4. Competitive Rivalry
  - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
  - 3.4.1. Drivers
  - 3.4.2. Restraints
  - 3.4.3. Opportunities

### **CHAPTER 4: HERBAL MEDICINE MARKET, BY FORM**

- 4.1. Market Overview
  - 4.1.1 Market Size and Forecast, By Form
- 4.2. Tablets And Capsules
  - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Powder
  - 4.3.1. Key Market Trends, Growth Factors and Opportunities
  - 4.3.2. Market Size and Forecast, By Region
  - 4.3.3. Market Share Analysis, By Country
- 4.4. Others
  - 4.4.1. Key Market Trends, Growth Factors and Opportunities
  - 4.4.2. Market Size and Forecast, By Region
  - 4.4.3. Market Share Analysis, By Country

## **CHAPTER 5: HERBAL MEDICINE MARKET, BY CATEGORY**

- 5.1. Market Overview
  - 5.1.1 Market Size and Forecast, By Category
- 5.2. Pharmaceutical And Nutraceutical
  - 5.2.1. Key Market Trends, Growth Factors and Opportunities
  - 5.2.2. Market Size and Forecast, By Region
  - 5.2.3. Market Share Analysis, By Country
- 5.3. Personal Care And Beauty Products
  - 5.3.1. Key Market Trends, Growth Factors and Opportunities
  - 5.3.2. Market Size and Forecast, By Region
  - 5.3.3. Market Share Analysis, By Country
- 5.4. Others
  - 5.4.1. Key Market Trends, Growth Factors and Opportunities
  - 5.4.2. Market Size and Forecast, By Region
  - 5.4.3. Market Share Analysis, By Country

## **CHAPTER 6: HERBAL MEDICINE MARKET, BY DISTRIBUTION CHANNEL**

- 6.1. Market Overview
  - 6.1.1 Market Size and Forecast, By Distribution Channel
- 6.2. Online Channel
  - 6.2.1. Key Market Trends, Growth Factors and Opportunities
  - 6.2.2. Market Size and Forecast, By Region
  - 6.2.3. Market Share Analysis, By Country
- 6.3. Offline Channel
  - 6.3.1. Key Market Trends, Growth Factors and Opportunities
  - 6.3.2. Market Size and Forecast, By Region

### 6.3.3. Market Share Analysis, By Country

## **CHAPTER 7: HERBAL MEDICINE MARKET, BY REGION**

### 7.1. Market Overview

#### 7.1.1 Market Size and Forecast, By Region

### 7.2. North America

#### 7.2.1. Key Market Trends and Opportunities

#### 7.2.2. Market Size and Forecast, By Form

#### 7.2.3. Market Size and Forecast, By Category

#### 7.2.4. Market Size and Forecast, By Distribution Channel

#### 7.2.5. Market Size and Forecast, By Country

#### 7.2.6. U.S. Herbal Medicine Market

##### 7.2.6.1. Market Size and Forecast, By Form

##### 7.2.6.2. Market Size and Forecast, By Category

##### 7.2.6.3. Market Size and Forecast, By Distribution Channel

#### 7.2.7. Canada Herbal Medicine Market

##### 7.2.7.1. Market Size and Forecast, By Form

##### 7.2.7.2. Market Size and Forecast, By Category

##### 7.2.7.3. Market Size and Forecast, By Distribution Channel

#### 7.2.8. Mexico Herbal Medicine Market

##### 7.2.8.1. Market Size and Forecast, By Form

##### 7.2.8.2. Market Size and Forecast, By Category

##### 7.2.8.3. Market Size and Forecast, By Distribution Channel

### 7.3. Europe

#### 7.3.1. Key Market Trends and Opportunities

#### 7.3.2. Market Size and Forecast, By Form

#### 7.3.3. Market Size and Forecast, By Category

#### 7.3.4. Market Size and Forecast, By Distribution Channel

#### 7.3.5. Market Size and Forecast, By Country

#### 7.3.6. France Herbal Medicine Market

##### 7.3.6.1. Market Size and Forecast, By Form

##### 7.3.6.2. Market Size and Forecast, By Category

##### 7.3.6.3. Market Size and Forecast, By Distribution Channel

#### 7.3.7. Germany Herbal Medicine Market

##### 7.3.7.1. Market Size and Forecast, By Form

##### 7.3.7.2. Market Size and Forecast, By Category

##### 7.3.7.3. Market Size and Forecast, By Distribution Channel

#### 7.3.8. Italy Herbal Medicine Market

- 7.3.8.1. Market Size and Forecast, By Form
- 7.3.8.2. Market Size and Forecast, By Category
- 7.3.8.3. Market Size and Forecast, By Distribution Channel
- 7.3.9. Spain Herbal Medicine Market
  - 7.3.9.1. Market Size and Forecast, By Form
  - 7.3.9.2. Market Size and Forecast, By Category
  - 7.3.9.3. Market Size and Forecast, By Distribution Channel
- 7.3.10. UK Herbal Medicine Market
  - 7.3.10.1. Market Size and Forecast, By Form
  - 7.3.10.2. Market Size and Forecast, By Category
  - 7.3.10.3. Market Size and Forecast, By Distribution Channel
- 7.3.11. Rest Of Europe Herbal Medicine Market
  - 7.3.11.1. Market Size and Forecast, By Form
  - 7.3.11.2. Market Size and Forecast, By Category
  - 7.3.11.3. Market Size and Forecast, By Distribution Channel
- 7.4. Asia-Pacific
  - 7.4.1. Key Market Trends and Opportunities
  - 7.4.2. Market Size and Forecast, By Form
  - 7.4.3. Market Size and Forecast, By Category
  - 7.4.4. Market Size and Forecast, By Distribution Channel
  - 7.4.5. Market Size and Forecast, By Country
  - 7.4.6. China Herbal Medicine Market
    - 7.4.6.1. Market Size and Forecast, By Form
    - 7.4.6.2. Market Size and Forecast, By Category
    - 7.4.6.3. Market Size and Forecast, By Distribution Channel
  - 7.4.7. Japan Herbal Medicine Market
    - 7.4.7.1. Market Size and Forecast, By Form
    - 7.4.7.2. Market Size and Forecast, By Category
    - 7.4.7.3. Market Size and Forecast, By Distribution Channel
  - 7.4.8. India Herbal Medicine Market
    - 7.4.8.1. Market Size and Forecast, By Form
    - 7.4.8.2. Market Size and Forecast, By Category
    - 7.4.8.3. Market Size and Forecast, By Distribution Channel
  - 7.4.9. South Korea Herbal Medicine Market
    - 7.4.9.1. Market Size and Forecast, By Form
    - 7.4.9.2. Market Size and Forecast, By Category
    - 7.4.9.3. Market Size and Forecast, By Distribution Channel
  - 7.4.10. Australia Herbal Medicine Market
    - 7.4.10.1. Market Size and Forecast, By Form

- 7.4.10.2. Market Size and Forecast, By Category
- 7.4.10.3. Market Size and Forecast, By Distribution Channel
- 7.4.11. Rest of Asia-Pacific Herbal Medicine Market
  - 7.4.11.1. Market Size and Forecast, By Form
  - 7.4.11.2. Market Size and Forecast, By Category
  - 7.4.11.3. Market Size and Forecast, By Distribution Channel
- 7.5. LAMEA
  - 7.5.1. Key Market Trends and Opportunities
  - 7.5.2. Market Size and Forecast, By Form
  - 7.5.3. Market Size and Forecast, By Category
  - 7.5.4. Market Size and Forecast, By Distribution Channel
  - 7.5.5. Market Size and Forecast, By Country
  - 7.5.6. Brazil Herbal Medicine Market
    - 7.5.6.1. Market Size and Forecast, By Form
    - 7.5.6.2. Market Size and Forecast, By Category
    - 7.5.6.3. Market Size and Forecast, By Distribution Channel
  - 7.5.7. South Africa Herbal Medicine Market
    - 7.5.7.1. Market Size and Forecast, By Form
    - 7.5.7.2. Market Size and Forecast, By Category
    - 7.5.7.3. Market Size and Forecast, By Distribution Channel
  - 7.5.8. Saudi Arabia Herbal Medicine Market
    - 7.5.8.1. Market Size and Forecast, By Form
    - 7.5.8.2. Market Size and Forecast, By Category
    - 7.5.8.3. Market Size and Forecast, By Distribution Channel
  - 7.5.9. Rest of LAMEA Herbal Medicine Market
    - 7.5.9.1. Market Size and Forecast, By Form
    - 7.5.9.2. Market Size and Forecast, By Category
    - 7.5.9.3. Market Size and Forecast, By Distribution Channel

## **CHAPTER 8: COMPETITIVE LANDSCAPE**

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping Of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

## **CHAPTER 9: COMPANY PROFILES**

- 9.1. Herbalife Nutrition Ltd.
  - 9.1.1. Company Overview
  - 9.1.2. Key Executives
  - 9.1.3. Company Snapshot
  - 9.1.4. Operating Business Segments
  - 9.1.5. Product Portfolio
  - 9.1.6. Business Performance
  - 9.1.7. Key Strategic Moves and Developments
- 9.2. Nutraceutical Corporation
  - 9.2.1. Company Overview
  - 9.2.2. Key Executives
  - 9.2.3. Company Snapshot
  - 9.2.4. Operating Business Segments
  - 9.2.5. Product Portfolio
  - 9.2.6. Business Performance
  - 9.2.7. Key Strategic Moves and Developments
- 9.3. Patanjali Ayurved Limited
  - 9.3.1. Company Overview
  - 9.3.2. Key Executives
  - 9.3.3. Company Snapshot
  - 9.3.4. Operating Business Segments
  - 9.3.5. Product Portfolio
  - 9.3.6. Business Performance
  - 9.3.7. Key Strategic Moves and Developments
- 9.4. ARKOPHARMA
  - 9.4.1. Company Overview
  - 9.4.2. Key Executives
  - 9.4.3. Company Snapshot
  - 9.4.4. Operating Business Segments
  - 9.4.5. Product Portfolio
  - 9.4.6. Business Performance
  - 9.4.7. Key Strategic Moves and Developments
- 9.5. BEOVITA
  - 9.5.1. Company Overview
  - 9.5.2. Key Executives
  - 9.5.3. Company Snapshot
  - 9.5.4. Operating Business Segments
  - 9.5.5. Product Portfolio

- 9.5.6. Business Performance
- 9.5.7. Key Strategic Moves and Developments
- 9.6. Hishimo Pharmaceuticals
  - 9.6.1. Company Overview
  - 9.6.2. Key Executives
  - 9.6.3. Company Snapshot
  - 9.6.4. Operating Business Segments
  - 9.6.5. Product Portfolio
  - 9.6.6. Business Performance
  - 9.6.7. Key Strategic Moves and Developments
- 9.7. Schaper And Br?mmer
  - 9.7.1. Company Overview
  - 9.7.2. Key Executives
  - 9.7.3. Company Snapshot
  - 9.7.4. Operating Business Segments
  - 9.7.5. Product Portfolio
  - 9.7.6. Business Performance
  - 9.7.7. Key Strategic Moves and Developments
- 9.8. Venus Pharma GmbH
  - 9.8.1. Company Overview
  - 9.8.2. Key Executives
  - 9.8.3. Company Snapshot
  - 9.8.4. Operating Business Segments
  - 9.8.5. Product Portfolio
  - 9.8.6. Business Performance
  - 9.8.7. Key Strategic Moves and Developments
- 9.9. Arizona Natural Products
  - 9.9.1. Company Overview
  - 9.9.2. Key Executives
  - 9.9.3. Company Snapshot
  - 9.9.4. Operating Business Segments
  - 9.9.5. Product Portfolio
  - 9.9.6. Business Performance
  - 9.9.7. Key Strategic Moves and Developments
- 9.10. Himalaya Holdings Ltd
  - 9.10.1. Company Overview
  - 9.10.2. Key Executives
  - 9.10.3. Company Snapshot
  - 9.10.4. Operating Business Segments

9.10.5. Product Portfolio

9.10.6. Business Performance

9.10.7. Key Strategic Moves and Developments

## I would like to order

Product name: Herbal Medicine Market By Form (Tablets and Capsules, Powder, Others) , By Category (Pharmaceutical and Nutraceutical, Personal Care and Beauty Products, Others) By Distribution Channel (Online Channel, Offline Channel) : Global Opportunity Analysis and Industry Forecast, 2024-2033

Product link: <https://marketpublishers.com/r/HFD61B72B93DEN.html>

Price: US\$ 2,655.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HFD61B72B93DEN.html>