

Global Ayurveda Women's Health Market Size study, by Product Type (Herbal Supplements, Ayurvedic Medicines, Herbal Tea, Ayurvedic Oils and Balms), by Indication (Menstrual Disorders, Menopause Symptoms, Fertility Issues, Pregnancy Care, Others), by Age Group (Adolescents, Adults, Elderly Women), by Distribution Channel (Online Retail, Specialty Stores, Pharmacies, Direct Sales, Others) and Regional Forecasts 2022-2032

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Abstracts

The Global Ayurveda Women's Health Market was valued at approximately USD 3.6 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 6.3% over the forecast period 2024-2032. Ayurveda, a traditional system of medicine originating in India, focuses on holistic and natural approaches to health, emphasizing the balance of mind, body, and spirit. In women's health, Ayurveda addresses various stages of life, including menstruation, pregnancy, menopause, and overall reproductive health. Treatments often include herbal remedies, dietary guidelines, lifestyle changes, and yoga to maintain hormonal balance, alleviate menstrual disorders, improve fertility, and manage menopausal symptoms. The growing global interest in natural and holistic health practices has led to increased adoption of Ayurvedic treatments for women's health, supported by research and endorsements from health practitioners.

The rising incidences of women's health problems, coupled with the need to address hormonal imbalances, are key drivers propelling the growth of the Ayurveda women's health market. Ayurveda, a traditional system of medicine originating from India, has gained global recognition for its holistic approach to health and wellness. Manufacturers

in the Ayurveda women's health market are increasingly exploring the integration of Ayurveda and Allopathy to provide combined benefits of both medical branches. Extensive research is being conducted on Ayurvedic medicines targeting women's gut health to offer holistic treatment. Practices such as 'Abhyanga' (self-massage) and the use of herbs like asparagus and Ashwagandha for hormonal balance, alongside ginger and turmeric for digestive health, are becoming popular. However, certain Ayurvedic products containing harmful ingredients like mercury or lead and misconceptions about their use during pregnancy could restrain market growth.

The demand for Ayurvedic solutions is further bolstered by the increasing awareness of chronic diseases affecting women, such as cancer, diabetes, and cardiovascular disorders. According to the World Economic Forum, significant research gaps exist in areas like menstrual and maternal health, highlighting the need for timely treatment and preventive measures. Ayurvedic practices like self-massage and herbal teas are also beneficial for pregnant and lactating women, further driving market growth.

The key regions considered in the study include Asia Pacific, North America, Europe, Latin America, and the Middle East and Africa. The Asia Pacific region dominated the Ayurveda women's health market in 2023, driven by awareness campaigns and government initiatives promoting Ayurvedic therapeutics. Key players in this market are focusing on expanding their reach in low- and medium-income regions by educating women about the importance of Ayurvedic health solutions. Factors contributing to this growth include a rising awareness of the benefits of natural and holistic health treatments, government initiatives to promote traditional medicine, and the increasing prevalence of women's health issues that can be effectively managed with Ayurvedic treatments. Additionally, the growing middle-class population with disposable income to spend on alternative health therapies further boosts the market in this region.

Major market players included in this report are:

The Himalaya Drug Company

Dabur

Patanjali Ayurved Limited

Baidyanath Group

Hamdard Laboratories (India)

Vicco Laboratories

Charak Pharma Pvt. Ltd.

Sri Sri Tattva

Zandu Pharma Works Ltd.

Arya Vaidya Pharmacy (Coimbatore) Ltd.

Emami Limited

Kerala Ayurveda Ltd.

Maharishi Ayurveda Products Pvt. Ltd.

Himalaya Drug Company

Organic India Pvt. Ltd.

The detailed segments and sub-segment of the market are explained below:

By Product Type:

Herbal Supplements

Ayurvedic Medicines

Herbal Tea

Ayurvedic Oils and Balms

By Indication:

Menstrual Disorders

Menopause Symptoms

Fertility Issues

Pregnancy Care

Others

By Age Group:

Adolescents

Adults

Elderly Women

By Distribution Channel:

Online Retail

Specialty Stores

Pharmacies

Direct Sales

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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