

Global Ayurvedic Health and Personal Care Products Market Size study & Forecast, by Product Type (Healthcare Products, Personal Care Products, Skincare, Hair Care, Oral Care), by Distribution Channel (Supermarkets, Department Stores, Drug Stores, Beauty Salons, Specialty Stores, Direct Selling, Internet Retailing), by End User (Women, Men, Babies) and Regional Analysis, 2022-2029

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Abstracts

Global Ayurvedic Health and Personal Care Products Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Ayurvedic Health and Personal Care Products are made with Herbs and other medicinal plants, including oils and common spices. Ayurvedic healthcare supplements are available for a wide range of health conditions including Arthritis, Cardio-Vascular, Diabetes, Anti-Ageing, Obesity, De-addiction, and Detoxification of the body among others. The market is growing significantly due to factors such as increasing export of ayurvedic and herbal products and rising concern over the ill impact of chemical-based products as well as strategic initiatives from leading market players.

The increasing growth in export of Ayurvedic Health and Personal Care products is contributing to the growth of the market. For instance – according to Statista – in the financial year 2020, the total export value of ayurvedic and herbal products from India was estimated at USD 428.08 million, and it further increased to USD 539.87 million in FYH 2021. Moreover, as of 2022, the total value of export reached USD 612 million. Furthermore, as per Statista - In 2019, the Indian Ayurveda market was valued at USD

4.07 billion, and as per projections, the Ayurveda industry is expected to grow to the market value of more than USD 12 billion by 2025. Also, growing emergence of online distribution channels and favorable government initiatives would create a lucrative growth prospectus for the market over the forecast period. However, limited supply of raw materials and lack of standardized manufacturing procedures stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Ayurvedic Health, and Personal Care Products Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific dominated the market in terms of revenue, owing to the increasing inclination towards ayurvedic products as well as growing emergence of new ayurvedic product brands in the region. Whereas North America is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising import of ayurvedic products, and geographic expansion of key players in the region.

Major market players included in this report are:

Forest Essentials

Maharishi Ayurveda Products Ltd

Dabur India Ltd.

The Himalaya Drug Company

Herbal Hills

Biobaxy Technologies India

Planet Ayurveda

Basic Ayurveda

Natreon Inc.

Arvincare

Recent Developments in the Market:

In October 2021, India based luxurious Ayurveda skincare brand Forest Essentials, announced a collaboration with London-based online beauty retailer platform Lookfantastic.com to offer its products in Europe.

In April 2022, D2C based Ayurvedic nutrition brand Kapiva announced the expansion of its products in foreign countries such as UAE and the USA. Moreover, with this expansion, the company is planning to increase its customer base in the Middle East and North America.

In September 2022, India based Luxury skincare brand Forest Essentials entered into a partnership with direct-to-consumer platform Smytten to expand its reach in the Indian

market. Under this partnership, the company would provide its skincare, haircare, and bath essentials on the Smytten App.

Global Ayurvedic Health and Personal Care Products Market Report Scope:
Historical Data 2019-2020-2021
Base Year for Estimation 2021
Forecast period 2022-2029
Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends
Segments Covered Product Type, Distribution Channel, End-User, Region
Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World
Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type

- Healthcare Products
- Personal Care Products
 - Skincare
 - Hair Care
 - Oral Care

By Distribution Channel

- Supermarkets
- Department Stores
- Drug Stores
- Beauty Salons
- Specialty Stores
- Direct Selling

Internet Retailing

By End User

Women

Men

Babies

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

RoLA

Rest of the World

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