

Global Ayurvedic Herbs Market Size Study, by Herb Type (Withania Somnifera, Frankincense, Indian Gooseberry, Bacopa Monnieri, Turmeric, Cumin, Bitter Melon, Others), by Form (Raw, Capsules/Tablets, Extracts), by Disease Indication (Cardiovascular Diseases, Inflammatory Diseases, Diabetes, Infectious Diseases, Auto-Immune Diseases, Skin Diseases, Others), by Distribution Channel (Business to Business, Business to Consumer) and Regional Forecasts 2022-2032

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Abstracts

The Global Ayurvedic Herbs Market is valued approximately at USD 10.54 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 10.92% over the forecast period 2024-2032. Ayurvedic herbs form a cornerstone of traditional Indian medicine, offering diverse health benefits including improved digestion, mental health, and management of diabetes, infectious diseases, and cardiovascular conditions. The rising consumer preference for Ayurvedic products is driven by increasing awareness about their benefits, concerns over the side effects of allopathy, and the growing availability of these products. The market's expansion is further bolstered by the COVID-19 pandemic, which has heightened consumer interest in health products that boost immunity. Ayurvedic herbs, renowned for their natural healing properties, have seen increased demand, particularly as consumers seek to strengthen their immune systems. This trend is expected to continue, presenting significant growth opportunities for market players.

The rising awareness regarding the benefits of Ayurvedic medicine is significantly driving the demand for the Ayurvedic herbs market. Consumers are increasingly turning towards natural and holistic health remedies, recognizing Ayurveda's potential in promoting wellness and treating various ailments without the side effects associated with conventional medicine. This shift is bolstered by extensive research highlighting the efficacy of Ayurvedic herbs in managing chronic conditions, enhancing immunity, and improving overall health. Additionally, the global trend towards sustainable and organic products aligns with Ayurveda's principles of using natural ingredients. The increasing endorsements from health influencers and the integration of Ayurvedic practices in wellness centers and spas further propel market growth. Governments and health organizations are also promoting traditional medicine systems, enhancing the credibility and acceptance of Ayurveda. Thus, the burgeoning interest in natural health solutions continues to expand the Ayurvedic herbs market globally.

The key regions considered for the Global Ayurvedic Herbs Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. In 2023, the Asia-Pacific region dominated the Ayurvedic Herbs Market and is projected to grow at the fastest rate during the forecast period. This growth is driven by a strong cultural heritage and long-standing tradition of using Ayurveda in countries like India, which is the birthplace of this ancient healing system. Increasing consumer awareness about the health benefits of natural and holistic treatments fuels the demand for Ayurvedic products. Additionally, rising disposable incomes and improving healthcare infrastructure across the region make these products more accessible to a broader population. Government initiatives promoting traditional medicine and the integration of Ayurveda into modern healthcare systems further bolster market growth. The expanding export market for Ayurvedic herbs, supported by rigorous quality standards and certifications, enhances the region's global market presence.

Major market players included in this report are:

Colgate-Palmolive Company

Dabur India Ltd.

Emami Limited

Kairali Ayurvedic Group

P&G

Patanjali Ayurved Limited

Shahnaz Ayurveda Pvt. Ltd

Shree Baidyanath Ayurveda Bhawan Pvt. Ltd

The Himalaya Drug Company

Unilever

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

By Herb Type:

Withania Somnifera (Ashwagandha)

Frankincense (Boswellia)

Indian Gooseberry (Triphala)

Bacopa Monnieri (Brahmi)

Turmeric

Cumin

Bitter Melon

Others

By Form:

Raw

Capsules/Tablets

Extracts

By Disease Indication:

Cardiovascular Diseases

Inflammatory Diseases

Diabetes

Infectious Diseases

Auto-Immune Diseases

Skin Diseases

Others

By Distribution Channel:

Business to Business

Business to Consumer

By Region:

North America

U.S.

Canada

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

Australia

India

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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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