

Global Complementary And Alternative Medicine Market Size study, by Intervention (Traditional Alternative Medicine/Botanical, Mind Healing, Body Healing, External Energy and Sensory Healing), by Distribution Method (Direct Sales, E-sales and Distance Correspondence), and Regional Forecasts 2021-2027

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Abstracts

Global Complementary and Alternative Medicine Market is valued approximately at USD 82.27 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 22% over the forecast period 2021-2027. Complementary and alternative medicines are a combination of self-administered products and activities, such as dietary supplements, herbal medicines, homeopathic remedies, and yoga, with chiropractic care, massage therapy, and acupuncture. Rising prevalence of cancer and other serious diseases, side effects of allopathy medicines and government initiatives to encourage the use of complementary and alternate medicines are the factors boosting the demand in the market. For instance, according to American Cancer Society, there were 17 million new cases of cancer worldwide which are expected to increase to 27.5 million new cases by 2040. Furthermore, growing investment in research and development of complementary and alternative medicines are expected to fuel the demand in coming years. However, lack of awareness about using herbal supplements and lack of scientific results regarding complementary and alternative medicines may hinder the market growth during forecast period.

The regions taken into consideration for regional analysis of Complementary and alternative medicines markets are Asia Pacific, Europe, Latin America, North America and Rest of the World. North America accounts for largest market share due to growing

population with serious disorders and presence of skilled professionals. Whereas Asia Pacific is anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to availability of herbal supplements and increased use of health supplements.

Major market players included in this report are:

Columbia Nutritional
Nordic Nutraceuticals
Ramamani Iyengar Memorial Yoga Institute
The Healing Company Ltd.
John Schumacher Unity Woods Yoga Centre
Sheng Chang Pharmaceutical Company
Pure Encapsulations, LLC.
Herb Pharm
AYUSH Ayurvedic Pte Ltd.
LKK Health Products Group Limited

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters to detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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-segments of the market are explained below:

By Intervention:

Traditional Alternative Medicine/Botanicals

Mind Healing

Body Healing

External Energy

Sensory Healing

By Distribution Method:

Direct Sales

E-sales

Distance Correspondence

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

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Complementary And Alternative Medicine Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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