

# **Global Herbal Dietary Supplement Market Size study & Forecast, by Product Type (Powders, Shakes, Others, Tablets and Capsules), By End-uses (Hospitals, Clinics, Home Use), and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Herbal Dietary Supplement Market is valued approximately at USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030.. These supplements fall under the category of dietary supplements and are commonly referred to as herbal dietary supplements.

Distinguished from pharmaceutical drugs, they are marketed and labeled as 'herbals,' 'herbal products,' 'herbal medicines,' or 'herbal remedies.' Additionally, it's important to note that these supplements are not intended to substitute a balanced diet, and they are regulated differently from over-the-counter (OTC) and prescription medications. They undergo less rigorous testing by the Food and Drug Administration (FDA). The market growth is driven by key factors such as rise in adoption of these herbal products, and consumers awareness about the benefits of health and wellness products.

As per Statista, in 2019, the Ayurveda market in India achieved a valuation of 335 billion Indian Rupees. Projections indicate significant growth potential in the Ayurveda industry in the forthcoming years, with an anticipated market value exceeding one trillion Indian rupees by 2025. Ayurveda, a traditional medicinal system, harnesses the healing properties of herbs and other medicinal plants for healthcare purposes. Also, in 2022, the market for ayurveda raw materials utilized in herbal medicine in South Korea reached a valuation of approximately 455 billion South Korean won. This figure reflects a notable surge of approximately 23.1 percent compared to the previous year, marking the largest market size recorded within the decade. However, Harmful side effects stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Herbal Dietary Supplement Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Europe dominates the regional market and is projected to be the fastest-growing region during the forecast period. The herbal dietary supplement market in Europe is marked by dynamic market and evolving consumer preferences. With a significant portion of the population integrating one or more dietary supplements into their daily routine, herbal products, comprising vitamins, minerals, and botanicals, hold considerable importance. The market caters to diverse consumer preferences by offering a variety of formulations tailored to those seeking natural and plant-based solutions.

Major market player included in this report are:

Pure Essence Labs

Nature's Sunshine Products

Pharmavite, GNC

Jarrow Formulas

Amway

Nature's Way

Swanson Health Products

Rainbow Light

Herbalife Nutrition Ltd

Recent Developments in the Market:

In January 2021, Prorganicq introduced a fresh lineup of top-tier herbal supplements, with the objective of delivering pure and potent solutions to optimize individuals' overall health and aid them in achieving a healthier body naturally. The primary emphasis of this launch was to provide high-caliber herbal supplements tailored to support individuals along their wellness journey.

## Global Herbal Dietary Supplement Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Product Type, End-use, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

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:

Powders

Shakes

Others

Tablets and Capsules

By End-use:

Hospitals

Clinics

Home Use

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

Rest of Middle East & Africa

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