

Indian Ginseng Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 – 2034

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Abstracts

Indian Ginseng Market was valued at USD 732.8 million in 2024 and is projected to expand at a CAGR of 5.2% from 2025 to 2034. This growth is primarily driven by the increasing shift towards natural and herbal supplements, as well as rising awareness surrounding the numerous health benefits of Indian ginseng. Widely recognized as an adaptogenic herb in traditional Ayurvedic medicine, Indian ginseng has seen a surge in popularity among consumers seeking natural alternatives for improving overall wellness.

In addition to the herb's stress-relieving and immunity-boosting properties, its ability to enhance energy levels and mental clarity has made it a go-to choice for individuals prioritizing holistic health practices. As consumer interest in functional foods and natural remedies continues to rise, Indian ginseng's applications across various industries, such as pharmaceuticals, nutraceuticals, and wellness, are only set to grow in the coming years. Moreover, the expanding demand for herbal supplements in both urban and rural areas is expected to further fuel the market's expansion.

In 2024, the KSM-66 segment of the Indian ginseng market dominated with a value of USD 732.8 million. This high-performing segment is particularly sought after for its potent formulation and ability to retain the herb's bioactive components. KSM-66 is widely utilized in the pharmaceutical and nutraceutical sectors due to its proven efficacy and standardized formulation, offering consumers a reliable and effective way to experience the benefits of Indian ginseng. On the other hand, the Sensoril segment has seen impressive growth thanks to its mood-enhancing and stress-relieving properties. This variant has garnered a significant following in the wellness and personal care industries, attracting consumers seeking natural solutions to stress and anxiety.

In terms of product types, the root products segment held a commanding 77.6% share

of the market in 2024. Known for their therapeutic properties, these products are celebrated for their ability to reduce stress, enhance immunity, and provide anti-inflammatory support. Indian ginseng has long been a staple of Ayurvedic medicine, and its continued use in both traditional and modern health applications has solidified its position in the market. Additionally, Indian ginseng powder has grown in popularity due to its versatility and ease of integration into a wide variety of food and beverage products. Health-conscious consumers favor this form for its convenience and adaptability, making it a popular choice for those looking to incorporate Indian ginseng into their daily routines.

China ginseng market also experienced notable growth, generating USD 315.1 million in 2024. As demand for adaptogenic herbs, mental health solutions, and functional foods rises, Indian ginseng has found a foothold in China's thriving wellness sector. Trends such as Ayurveda-inspired product innovations, a rising preference for organic options, and the expansion of e-commerce platforms have further fueled the market's growth. While regulatory challenges remain, the herb's proven health benefits continue to resonate with consumers seeking stress relief and enhanced immunity, driving its success in the region's wellness industry.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast calculation
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Rising demand for natural and herbal products
 - 3.6.1.2 Increasing awareness of ashwagandha health benefits
 - 3.6.1.3 Growing popularity of functional foods and beverages
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 Competition from other adaptogenic herb
- 3.7 Growth potential analysis
- 3.8 Porter's analysis

3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET SIZE AND FORECAST, BY TYPE, 2021-2034 (USD BILLION) (KILO TONS)

- 5.1 Key trends
- 5.2 KSM-66
- 5.3 Sensoril
- 5.4 Hydro-alcoholic Indian ginseng
- 5.5 Crude Indian ginseng

CHAPTER 6 MARKET SIZE AND FORECAST, BY PRODUCT TYPE, 2021-2034 (USD BILLION) (KILO TONS)

- 6.1 Key trends
- 6.2 Indian ginseng root products
- 6.3 Indian ginseng leaf products
- 6.4 Indian ginseng leaf and root mix products

CHAPTER 7 MARKET SIZE AND FORECAST, BY FORM, 2021-2034 (USD BILLION) (KILO TONS)

- 7.1 Key trends
- 7.2 Powder
- 7.3 Capsule
- 7.4 Liquid

CHAPTER 8 MARKET SIZE AND FORECAST, BY FUNCTION, 2021-2034 (USD BILLION) (KILO TONS)

- 8.1 Key trends
- 8.2 Improved stamina

- 8.3 Improved immunity
- 8.4 Overall wellbeing
- 8.5 Reduced anxiety and stress
- 8.6 Brain health
- 8.7 Muscle strength
- 8.8 Others

CHAPTER 9 MARKET SIZE AND FORECAST, BY REGION, 2021-2034 (USD BILLION) (KILO TONS)

- 9.1 Key trends
- 9.2 North America
 - 9.2.1 U.S.
 - 9.2.2 Canada
- 9.3 Europe
 - 9.3.1 UK
 - 9.3.2 Germany
 - 9.3.3 France
 - 9.3.4 Italy
 - 9.3.5 Spain
 - 9.3.6 Russia
- 9.4 Asia Pacific
 - 9.4.1 China
 - 9.4.2 India
 - 9.4.3 Japan
 - 9.4.4 South Korea
 - 9.4.5 Australia
- 9.5 Latin America
 - 9.5.1 Brazil
 - 9.5.2 Mexico
- 9.6 MEA
 - 9.6.1 South Africa
 - 9.6.2 Saudi Arabia
 - 9.6.3 UAE

CHAPTER 10 COMPANY PROFILES

- 10.1 Alkem Laboratories
- 10.2 Amway India

- 10.3 Arjuna Natural Extracts
- 10.4 Ashwagandha Research & Development
- 10.5 Dabur India
- 10.6 Herbalife Nutrition
- 10.7 Himalaya Global Holdings
- 10.8 KSM-66 Ashwagandha
- 10.9 Patanjali Ayurved
- 10.10 PhytoLife Sciences
- 10.11 Sabinsa Corporation
- 10.12 Sensoril Ashwagandha
- 10.13 Sri Sri Ayurveda
- 10.14 Zydus Wellness

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