

Complementary And Alternative Medicine Market Size, Share & Trends Analysis Report By Intervention (Botanicals, Mind Healing, Body Healing, External Energy, Sensory Healing), By Distribution Method, By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Complementary And Alternative Medicine Market Growth & Trends

The global complementary and alternative medicine market size is expected to reach USD 694.22 billion by 2030 and is expected to expand at 25.1% CAGR from 2023 to 2030, according to a new report by Grand View Research, Inc. The rising prevalence of neurological illnesses and cancer is one of the major factors driving the growth of the global complementary & alternative medicine industry.

Furthermore, the expanding government initiatives and activities are contributing to the growth and development of the global complementary & alternative medicine industry. Globally, governments are establishing advantageous rules and legislation for the manufacturing and marketing processes, which is driving the expansion of the global industry.

Complementary & alternative medicine (CAM) differs from traditional or standard medical interventions. It employs herbs, homeopathic remedies, acupuncture, massage therapy, and preventative care. Furthermore, complementary & alternative medicines are widely utilized to treat a variety of illnesses such as pain, exhaustion, cancer, and nausea, and increasing public understanding of the benefits of natural substitute therapies which is further boosting the market growth.

For instance, In December 2019, Modern Acupuncture launched a new clinic in Florida, making it the second Modern Acupuncture location in Florida and the 54th in the U.S. This is in line with the company's vision to spread the clinic's acupuncture services across the country and strengthen its market position.

Despite significant efforts to provide effective COVID-19 therapy and prophylaxis, many people continue to become infected. This could be accounted for by the ongoing virus changes and, as a result, the vaccine's efficiency. As a result, long-term immune enhancement is a promising approach to combating SARS-CoV-2 infection.

Medicinal plants and some other complementary & alternative therapies have been utilized successfully in treating a wide range of health issues. Several studies have shown the efficacy of cupping therapy, natural products, and acupressure against SARS-CoV-2. Hence, it will create a positive impact on the market.

The market has expanded significantly as a result of new products being introduced in response to rising treatment demand and ongoing innovation. For instance, in 2019, Optum acquired DaVita Medical Group. This investment will go toward the advancement of novel therapies for children, as well as physicians, healthcare providers, physiotherapists, and chiropractors.

Furthermore, approximately two-thirds of the populations in most developed and developing countries reported using an alternative or complementary therapy. Furthermore, increased investment in advanced technology research and an expansion of the number of emerging economies are expected to give advantageous prospects for the market throughout the projection period.

Complementary And Alternative Medicine Market Highlights

By intervention, traditional alternative medicine or botanicals dominated the market with a share of 34.19% in 2022. Botanicals are among the prominent forms of alternative treatment practices, inclusive of natural and herbal treatment supplements, coupled with therapeutic interventions, incorporating herbs, oils, and other curative supplements

By distribution method, the direct sales segment held a larger share in 2022. Due to the rapid growth in medical tourism, direct sales therapy is anticipated to dominate the market. Government funding is assisting in this development by

upgrading treatment facilities and supporting alternative medicine

Europe held the larger share in 2022. CAM has gained immense popularity across Europe, including a wide range of procedures less dependent on modern medication, such as acupuncture. Thus, boosting the industry's growth

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Information Procurement
- 1.2. Information or Data Analysis
- 1.3. Market Scope & Segment Definition
- 1.4. Market Model
 - 1.4.1. Market Study, By Company Market Share
 - 1.4.2. Regional Analysis

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Segment Snapshot
- 2.3. Competitive Landscape Snapshot

CHAPTER 3. MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Segmentation and Scope
- 3.2. Market Lineage Outlook
 - 3.2.1. Parent Market Outlook
 - 3.2.2. Related/Ancillary Market Outlook
- 3.3. Market Trends and Outlook
- 3.4. Market Dynamics
 - 3.4.1. Growing awareness of wellness medicine
 - 3.4.2. Growing recognition and coverage
 - 3.4.3. Government initiatives and changing regulatory status
 - 3.4.4. Demographic changes drive demand
- 3.5. Market Restraint Analysis
 - 3.5.1. Lack of scientific results
 - 3.5.2. Poor understanding of alternative medicine
- 3.6. Penetration and Growth Prospect Mapping 2022
- 3.7. Business Environment Analysis
 - 3.7.1. SWOT Analysis; By Factor (Political & Legal, Economic And Technological)
 - 3.7.2. Porter's Five Forces Analysis
- 3.8. COVID-19 Impact Analysis

CHAPTER 4. INTERVENTION BUSINESS ANALYSIS

4.1. Complementary And Alternative Medicine Market: Intervention Movement Analysis

4.2. Traditional Alternative Medicine/Botanicals

4.2.1. Traditional Alternative Medicine/Botanicals Market, 2018 - 2030 (USD Million)

4.2.1.1. Ayurveda

4.2.1.1.1. Ayurveda Market, 2018 - 2030 (USD Million)

4.2.1.2. Apitherapy

4.2.1.2.1. Apitherapy Market, 2018 - 2030 (USD Million)

4.2.1.3. Bach Flower Therapy

4.2.1.3.1. Bach Flower Therapy Market, 2018 - 2030 (USD Million)

4.2.1.4. Naturopathic Medicine

4.2.1.4.1. Naturopathic Medicine Market, 2018 - 2030 (USD Million)

4.2.1.5. Traditional Chinese Medicine

4.2.1.5.1. Traditional Chinese Medicine Market, 2018 - 2030 (USD Million)

4.2.1.6. Traditional Korean Medicine

4.2.1.6.1. Traditional Korean Medicine Market, 2018 - 2030 (USD Million)

4.2.1.7. Traditional Japanese Medicine

4.2.1.7.1. Traditional Japanese Medicine Market, 2018 - 2030 (USD Million)

4.2.1.8. Traditional Mongolian Medicine

4.2.1.8.1. Traditional Mongolian Medicine Market, 2018 - 2030 (USD Million)

4.2.1.9. Traditional Tibetan Medicine

4.2.1.9.1. Traditional Tibetan Medicine Market, 2018 - 2030 (USD Million)

4.2.1.10. Zang Fu Theory

4.2.1.10.1. Zang Fu Theory Market, 2018 - 2030 (USD Million)

4.3. Mind Healing

4.3.1. Mind Healing Market, 2018 - 2030 (USD Million)

4.3.1.1. Autosuggestion

4.3.1.1.1. Autosuggestion Market, 2018 - 2030 (USD Million)

4.3.1.2. Hypnotherapy

4.3.1.2.1. Hypnotherapy Market, 2018 - 2030 (USD Million)

4.3.1.3. Neuro-linguistic Programming

4.3.1.3.1. Neuro-linguistic Programming Market, 2018 - 2030 (USD Million)

4.3.1.4. Self-hypnosis

4.3.1.4.1. Self-hypnosis Market, 2018 - 2030 (USD Million)

4.3.1.5. Spiritual Mind Treatment

4.3.1.5.1. Spiritual Mind Treatment Market, 2018 - 2030 (USD Million)

4.3.1.6. Transcendental Meditation

4.3.1.6.1. Transcendental Meditation Market, 2018 - 2030 (USD Million)

4.4. Body Healing

- 4.4.1. Body Healing Market, 2018 - 2030 (USD Million)
 - 4.4.1.1. Acupressure
 - 4.4.1.1.1. Acupressure Market, 2018 - 2030 (USD Million)
 - 4.4.1.2. Acupuncture
 - 4.4.1.2.1. Acupuncture Market, 2018 - 2030 (USD Million)
 - 4.4.1.3. Alexander Technique
 - 4.4.1.3.1. Alexander Technique Market, 2018 - 2030 (USD Million)
 - 4.4.1.4. Auriculotherapy
 - 4.4.1.4.1. Auriculotherapy Market, 2018 - 2030 (USD Million)
 - 4.4.1.5. Autogenic Training
 - 4.4.1.5.1. Autogenic Training Market, 2018 - 2030 (USD Million)
 - 4.4.1.6. Chiropractic
 - 4.4.1.6.1. Chiropractic Market, 2018 - 2030 (USD Million)
 - 4.4.1.7. Cupping Therapy
 - 4.4.1.7.1. Cupping Therapy Market, 2018 - 2030 (USD Million)
 - 4.4.1.8. Kinesiology
 - 4.4.1.8.1. Kinesiology Market, 2018 - 2030 (USD Million)
 - 4.4.1.9. Osteomyology
 - 4.4.1.9.1. Osteomyology Market, 2018 - 2030 (USD Million)
 - 4.4.1.10. Osteopathy
 - 4.4.1.10.1. Osteopathy Market, 2018 - 2030 (USD Million)
 - 4.4.1.11. Pilates
 - 4.4.1.11.1. Pilates Market, 2018 - 2030 (USD Million)
 - 4.4.1.12. Qigong
 - 4.4.1.12.1. Qigong Market, 2018 - 2030 (USD Million)
 - 4.4.1.13. Reflexology
 - 4.4.1.13.1. Reflexology Market, 2018 - 2030 (USD Million)
 - 4.4.1.14. Yoga
 - 4.4.1.14.1. Yoga Market, 2018 - 2030 (USD Million)
- 4.5. External Energy
 - 4.5.1. External Energy Market, 2018 - 2030 (USD Million)
 - 4.5.1.1. Magnetic Therapy
 - 4.5.1.1.1. Magnetic Therapy Market, 2018 - 2030 (USD Million)
 - 4.5.1.1.1.1. Bio-magnetic Therapy
 - 4.5.1.1.1.1.1. Bio-magnetic Therapy Market, 2018 - 2030 (USD Million)
 - 4.5.1.1.1.2. Magnetic Resonance Therapy
 - 4.5.1.1.1.2.1. Magnetic Resonance Therapy Market, 2018 - 2030 (USD Million)
 - 4.5.1.2. Reiki
 - 4.5.1.2.1. Reiki Market, 2018 - 2030 (USD Million)

4.5.1.3. Therapeutic Touch

4.5.1.3.1. Therapeutic Touch Market, 2018 - 2030 (USD Million)

4.5.1.4. Chakra Healing

4.5.1.4.1. Chakra Healing Market, 2018 - 2030 (USD Million)

4.5.1.5. Sensory Healing

4.5.1.5.1. Sensory Healing Market, 2018 - 2030 (USD Million)

4.5.1.5.2. Aromatherapy

4.5.1.5.2.1. Aromatherapy Market, 2018 - 2030 (USD Million)

4.5.1.5.3. Music therapy

4.5.1.5.3.1. Music therapy Market, 2018 - 2030 (USD Million)

4.5.1.5.4. Sonopuncture

4.5.1.5.4.1. Sonopuncture Market, 2018 - 2030 (USD Million)

4.5.1.5.5. Sound Therapy

4.5.1.5.5.1. Sound Therapy Market, 2018 - 2030 (USD Million)

CHAPTER 5. DISTRIBUTION METHOD BUSINESS ANALYSIS

5.1. Complementary And Alternative Medicine Market: Distribution Method Movement Analysis

5.2. Direct Sales

5.2.1. Direct Sales Market, 2018 - 2030 (USD Million)

5.3. E-Sales

5.3.1. E-Sales Market, 2018 - 2030 (USD Million)

5.4. Distance Correspondence

5.4.1. Distance Correspondence Market, 2018 - 2030 (USD Million)

CHAPTER 6. REGIONAL BUSINESS ANALYSIS

6.1. Complementary And Alternative Medicine Market Share By Region, 2022 & 2030

6.2. North America

6.2.1. SWOT Analysis

6.2.2. North America Complementary and Alternative Medicine Market, by Intervention, 2018 - 2030 (USD Million)

6.2.3. North America Complementary And Alternative Medicine Market, By Distribution Method, 2018 - 2030 (USD Million)

6.2.4. U.S.

6.2.4.1. Key Country Dynamics

6.2.4.2. Target Disease Prevalence

6.2.4.3. Competitive Scenario

- 6.2.4.4. Regulatory Framework
- 6.2.4.5. Reimbursement Scenario
- 6.2.4.6. U.S. Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)
- 6.2.5. Canada
 - 6.2.5.1. Key Country Dynamics
 - 6.2.5.2. Target Disease Prevalence
 - 6.2.5.3. Competitive Scenario
 - 6.2.5.4. Regulatory Framework
 - 6.2.5.5. Reimbursement Scenario
 - 6.2.5.6. Canada Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)
- 6.3. Europe
 - 6.3.1. SWOT Analysis
 - 6.3.2. Europe Complementary and Alternative Medicine Market, by Intervention, 2018 - 2030 (USD Million)
 - 6.3.3. Europe Complementary And Alternative Medicine Market, By Distribution Method, 2018 - 2030 (USD Million)
 - 6.3.4. Germany
 - 6.3.4.1. Key Country Dynamics
 - 6.3.4.2. Target Disease Prevalence
 - 6.3.4.3. Competitive Scenario
 - 6.3.4.4. Regulatory Framework
 - 6.3.4.5. Reimbursement Scenario
 - 6.3.4.6. Germany Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)
 - 6.3.5. U.K.
 - 6.3.5.1. Key Country Dynamics
 - 6.3.5.2. Target Disease Prevalence
 - 6.3.5.3. Competitive Scenario
 - 6.3.5.4. Regulatory Framework
 - 6.3.5.5. Reimbursement Scenario
 - 6.3.5.6. U.K. Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)
 - 6.3.6. France
 - 6.3.6.1. Key Country Dynamics
 - 6.3.6.2. Target Disease Prevalence
 - 6.3.6.3. Competitive Scenario
 - 6.3.6.4. Regulatory Framework

6.3.6.5. Reimbursement Scenario

6.3.6.6. France Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.3.7. Italy

6.3.7.1. Key Country Dynamics

6.3.7.2. Target Disease Prevalence

6.3.7.3. Competitive Scenario

6.3.7.4. Regulatory Framework

6.3.7.5. Reimbursement Scenario

6.3.7.6. Italy Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.3.8. Spain

6.3.8.1. Key Country Dynamics

6.3.8.2. Target Disease Prevalence

6.3.8.3. Competitive Scenario

6.3.8.4. Regulatory Framework

6.3.8.5. Reimbursement Scenario

6.3.8.6. Spain Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.3.9. Denmark

6.3.9.1. Key Country Dynamics

6.3.9.2. Target Disease Prevalence

6.3.9.3. Competitive Scenario

6.3.9.4. Regulatory Framework

6.3.9.5. Reimbursement Scenario

6.3.9.6. Denmark Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.3.10. Sweden

6.3.10.1. Key Country Dynamics

6.3.10.2. Target Disease Prevalence

6.3.10.3. Competitive Scenario

6.3.10.4. Regulatory Framework

6.3.10.5. Reimbursement Scenario

6.3.10.6. Sweden Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.3.11. Norway

6.3.11.1. Key Country Dynamics

6.3.11.2. Target Disease Prevalence

6.3.11.3. Competitive Scenario

6.3.11.4. Regulatory Framework

6.3.11.5. Reimbursement Scenario

6.3.11.6. Norway Complementary And Alternative Medicine Market 2018 - 2030

(USD Million)

6.4. Asia Pacific

6.4.1. SWOT Analysis

6.4.2. Asia Pacific Complementary and Alternative Medicine Market, by Intervention, 2018 - 2030 (USD Million)

6.4.3. Asia Pacific Complementary And Alternative Medicine Market, By Distribution Method, 2018 - 2030 (USD Million)

6.4.4. Japan

6.4.4.1. Key Country Dynamics

6.4.4.2. Target Disease Prevalence

6.4.4.3. Competitive Scenario

6.4.4.4. Regulatory Framework

6.4.4.5. Reimbursement Scenario

6.4.4.6. Japan Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.4.5. China

6.4.5.1. Key Country Dynamics

6.4.5.2. Target Disease Prevalence

6.4.5.3. Competitive Scenario

6.4.5.4. Regulatory Framework

6.4.5.5. Reimbursement Scenario

6.4.5.6. China Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.4.6. India

6.4.6.1. Key Country Dynamics

6.4.6.2. Target Disease Prevalence

6.4.6.3. Competitive Scenario

6.4.6.4. Regulatory Framework

6.4.6.5. Reimbursement Scenario

6.4.6.6. India Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.4.7. South Korea

6.4.7.1. Key Country Dynamics

6.4.7.2. Target Disease Prevalence

6.4.7.3. Competitive Scenario

6.4.7.4. Regulatory Framework

6.4.7.5. Reimbursement Scenario

6.4.7.6. South Korea Complementary And Alternative Medicine Market 2018 - 2030

(USD Million)

6.4.8. Australia

6.4.8.1. Key Country Dynamics

6.4.8.2. Target Disease Prevalence

6.4.8.3. Competitive Scenario

6.4.8.4. Regulatory Framework

6.4.8.5. Reimbursement Scenario

6.4.8.6. Australia Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.4.9. Thailand

6.4.9.1. Key Country Dynamics

6.4.9.2. Target Disease Prevalence

6.4.9.3. Competitive Scenario

6.4.9.4. Regulatory Framework

6.4.9.5. Reimbursement Scenario

6.4.9.6. Thailand Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.5. Latin America

6.5.1. SWOT Analysis

6.5.2. Latin America Complementary and Alternative Medicine Market, by Intervention, 2018 - 2030 (USD Million)

6.5.3. Latin America Complementary And Alternative Medicine Market, By Distribution Method, 2018 - 2030 (USD Million)

6.5.4. Brazil

6.5.4.1. Key Country Dynamics

6.5.4.2. Target Disease Prevalence

6.5.4.3. Competitive Scenario

6.5.4.4. Regulatory Framework

6.5.4.5. Reimbursement Scenario

6.5.4.6. Brazil Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.5.5. Mexico

6.5.5.1. Key Country Dynamics

6.5.5.2. Target Disease Prevalence

6.5.5.3. Competitive Scenario

6.5.5.4. Regulatory Framework

6.5.5.5. Reimbursement Scenario

6.5.5.6. Mexico Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.5.6. Argentina

6.5.6.1. Key Country Dynamics

6.5.6.2. Target Disease Prevalence

6.5.6.3. Competitive Scenario

6.5.6.4. Regulatory Framework

6.5.6.5. Reimbursement Scenario

6.5.6.6. Argentina Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.6. MEA

6.6.1. SWOT Analysis

6.6.2. MEA Complementary and Alternative Medicine Market, by Intervention, 2018 - 2030 (USD Million)

6.6.3. MEA Complementary And Alternative Medicine Market, By Distribution Method, 2018 - 2030 (USD Million)

6.6.4. South Africa

6.6.4.1. Key Country Dynamics

6.6.4.2. Target Disease Prevalence

6.6.4.3. Competitive Scenario

6.6.4.4. Regulatory Framework

6.6.4.5. Reimbursement Scenario

6.6.4.6. South Africa Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.6.5. Saudi Arabia

6.6.5.1. Key Country Dynamics

6.6.5.2. Target Disease Prevalence

6.6.5.3. Competitive Scenario

6.6.5.4. Regulatory Framework

6.6.5.5. Reimbursement Scenario

6.6.5.6. Saudi Arabia Complementary And Alternative Medicine Market 2018 - 2030 (USD Million)

6.6.6. UAE

6.6.6.1. Key Country Dynamics

6.6.6.2. Target Disease Prevalence

6.6.6.3. Competitive Scenario

6.6.6.4. Regulatory Framework

6.6.6.5. Reimbursement Scenario

6.6.6.6. UAE Complementary And Alternative Medicine Market 2018 - 2030 (USD

Million)

6.6.7. Kuwait

6.6.7.1. Key Country Dynamics

6.6.7.2. Target Disease Prevalence

6.6.7.3. Competitive Scenario

6.6.7.4. Regulatory Framework

6.6.7.5. Reimbursement Scenario

6.6.7.6. Kuwait Complementary And Alternative Medicine Market 2018 - 2030 (USD

Million)

CHAPTER 7. COMPETITIVE LANDSCAPE

7.1. Participant's overview

7.2. Financial performance

7.3. Participant categorization

7.3.1. Market Leaders

7.3.2. Complementary And Alternative Medicine Market Share Analysis, 2022

7.3.3. Company Profiles

7.3.3.1. Abbott

7.3.3.2. PerkinElmer, Inc

7.3.3.3. BioView

7.3.3.4. Agilent Technologies, Inc

7.3.3.5. Merck KGaA

7.3.3.6. Bio-Rad Laboratories, Inc

7.3.3.7. Oxford Gene Technology IP Limited

7.3.3.8. Leica Biosystems Nussloch GmbH

7.3.3.9. F. Hoffman-La Roche Limited

7.3.3.10. NeoGenomics Laboratories, Inc

7.3.3.11. Advanced Cell Diagnostics, Inc

7.3.4. Strategy Mapping

7.3.4.1. Expansion

7.3.4.2. Acquisition

7.3.4.3. Collaborations

7.3.4.4. Product/Service Launch

7.3.4.5. Partnerships

7.3.4.6. Others

List Of Tables

LIST OF TABLES

Table 1 List of secondary sources

Table 2 List of abbreviations

Table 3 Global Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 4 Global Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 5 North America Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 6 North America Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 7 North America Complementary and alternative medicine market by Country, 2018 - 2030 (USD Million)

Table 8 U.S. Complementary and alternative medicine market By intervention, 2018 - 2030 (USD Million)

Table 9 U.S. Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 10 Canada Complementary and alternative medicine market By intervention, 2018 - 2030 (USD Million)

Table 11 Canada Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 12 Europe Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 13 Europe Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 14 Europe Complementary and alternative medicine market by Country, 2018 - 2030 (USD Million)

Table 15 U.K. Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 16 U.K. Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 17 Germany Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 18 Germany Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 19 France Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

- 2030 (USD Million)

Table 20 France Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 21 Italy Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 22 Italy Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 23 Spain Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 24 Spain Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 25 Denmark Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 26 Denmark Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 27 Sweden Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 28 Sweden Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 29 Norway Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 30 Norway Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 31 Asia Pacific Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 32 Asia Pacific Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 33 Asia Pacific Complementary and alternative medicine market by Country, 2018 - 2030 (USD Million)

Table 34 China Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 35 China Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 36 Japan Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 37 Japan Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 38 India Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 39 India Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 40 Australia Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 41 Australia Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 42 Thailand Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 43 Thailand Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 44 South Korea Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 45 South Korea Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 46 Latin America Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 47 Latin America Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 48 Latin America Complementary and alternative medicine market by Country, 2018 - 2030 (USD Million)

Table 49 Brazil Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 50 Brazil Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 51 Mexico Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 52 Mexico Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 53 Argentina Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 54 Argentina Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 55 Middle East & Africa Complementary and alternative medicine market By intervention, 2018 - 2030 (USD Million)

Table 56 Middle East & Africa Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 57 Middle East & Africa Complementary and alternative medicine market by Country, 2018 - 2030 (USD Million)

Table 58 South Africa Complementary and alternative medicine market by intervention,

2018 - 2030 (USD Million)

Table 59 South Africa Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 60 Saudi Arabia Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 61 Saudi Arabia Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 62 UAE Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 63 UAE Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 64 Kuwait Complementary and alternative medicine market by intervention, 2018 - 2030 (USD Million)

Table 65 Kuwait Complementary and alternative medicine market by distribution method, 2018 - 2030 (USD Million)

Table 66 Participant's overview

Table 67 Financial performance

Table 68 Key companies undergoing expansions

Table 69 Key companies undergoing acquisitions

Table 70 Key companies undergoing collaborations

Table 71 Key companies launching new products/services

Table 72 Key companies undergoing partnerships

Table 73 Key companies undertaking other strategies

List Of Figures

LIST OF FIGURES

- Fig. 1 Market research process
- Fig. 2 Data triangulation techniques
- Fig. 3 Primary research pattern
- Fig. 4 Market research approaches
- Fig. 5 Value-chain-based sizing & forecasting
- Fig. 6 QFD modeling for market share assessment
- Fig. 7 Market formulation & validation
- Fig. 8 Market summary, 2022 (USD Million)
- Fig. 9 Market segmentation & scope
- Fig. 10 Market driver impact
- Fig. 11 Market restraint impact
- Fig. 12 Penetration & growth prospect mapping
- Fig. 13 Porter's analysis
- Fig. 14 SWOT analysis
- Fig. 15 Complementary and alternative medicine market: Intervention outlook and key takeaways
- Fig. 16 Complementary and alternative medicine market: Intervention movement analysis
- Fig. 17 Global traditional alternative medicine/botanicals complementary and alternative medicine market, 2018 - 2030 (USD Billion)
- Fig. 18 Global traditional alternative medicine/botanicals complementary and alternative medicine market, 2018 - 2030 (USD Billion)
- Fig. 19 Global Ayurveda complementary and alternative medicine market, 2018 - 2030 (USD Billion)
- Fig. 20 Global apitherapy complementary and alternative medicine market, 2018 - 2030 (USD Billion)
- Fig. 21 Global Bach flower therapy complementary and alternative medicine market, 2018 - 2030 (USD Billion)
- Fig. 22 Global naturopathic medicine complementary and alternative medicine market, 2018 - 2030 (USD Billion)
- Fig. 23 Global traditional Chinese medicine complementary and alternative medicine market, 2018 - 2030 (USD Billion)
- Fig. 24 Global traditional Korean medicine complementary and alternative medicine market, 2018 - 2030 (USD Billion)
- Fig. 25 Global traditional Japanese medicine complementary and alternative medicine

market, 2018 - 2030 (USD Billion)

Fig. 26 Global traditional Mongolian medicine complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 27 Global traditional Tibetan medicine complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 28 Global Zang Fu theory complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 29 Global mind healing complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 30 Global autosuggestion complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 31 Global hypnotherapy complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 32 Global neuro-linguistic programming complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 33 Global self-hypnosis complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 34 Global spiritual mind treatment complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 35 Global transcendental meditation complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 36 Global body healing complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 37 Global acupressure complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 38 Global acupuncture complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 39 Global Alexander technique complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 40 Global auriculotherapy complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 41 Global autogenic training complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 42 Global chiropractic treatment complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 43 Global cupping therapy complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 44 Global kinesiology complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 45 Global osteomyology complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 46 Global osteopathy complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 47 Global Pilates complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 48 Global qigong complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 49 Global reflexology complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 50 Global yoga complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 51 Global external energy complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 52 Global magnetic therapy complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 53 Global bio-magnetic therapy complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 54 Global magnetic resonance therapy complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 55 Global radionics complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 56 Global reiki complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 57 Global therapeutic touch complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 58 Global chakra healing complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 59 Global sensory healing complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 60 Global aromatherapy complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 61 Global music therapy complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 62 Global sonopuncture complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 63 Global sound therapy complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 64 Top five energy healing complementary and alternative medicine therapies that

are most effective

Fig. 65 Industry participants expected to propel the regional hypnotherapy CAM demand

Fig. 66 Complementary and alternative medicine market: Distribution method outlook key takeaways

Fig. 67 Complementary and alternative medicine market: Distribution method market movement analysis

Fig. 68 Global direct sales complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 69 Global E-sales complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 70 Global distance correspondence complementary and alternative medicine market, 2018 - 2030 (USD Billion)

Fig. 71 Complementary and alternative medicine regional marketplace: Key takeaways

Fig. 72 Complementary and alternative medicine market regional outlook, 2021 & 2030

Fig. 73 Complementary and alternative medicine market: Regional outlook and key takeaways

Fig. 74 North America: SWOT Analysis

Fig. 75 North America Complementary and alternative medicine market, 2018-2030 (USD Million)

Fig. 76 U.S. key country dynamics

Fig. 77 U.S. Complementary and alternative medicine market, 2018-2030 (USD Million)

Fig. 78 Canada key country dynamics

Fig. 79 Canada Complementary and alternative medicine market, 2018-2030 (USD Million)

Fig. 80 Europe: SWOT Analysis

Fig. 81 Europe Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 82 Germany key country dynamics

Fig. 83 Germany Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 84 France key country dynamics

Fig. 85 France Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 86 U.K. key country dynamics

Fig. 87 U.K. Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 88 Italy key country dynamics

Fig. 89 Italy Complementary and alternative medicine market estimates and forecast,

2018 - 2030 (USD Million)

Fig. 90 Spain key country dynamics

Fig. 91 Spain Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 92 Denmark key country dynamics

Fig. 93 Denmark Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 94 Sweden key country dynamics

Fig. 95 Sweden Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 96 Norway key country dynamics

Fig. 97 Norway Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 98 Rest of Europe key country dynamics

Fig. 99 Rest of Europe Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 100 Asia-Pacific: SWOT Analysis

Fig. 101 Asia-Pacific Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 102 China key country dynamics

Fig. 103 China Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 104 India key country dynamics

Fig. 105 India Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 106 South Korea key country dynamics

Fig. 107 South Korea Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 108 Japan key country dynamics

Fig. 109 Japan Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 110 Australia key country dynamics

Fig. 111 Australia Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 112 Thailand key country dynamics

Fig. 113 Thailand Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 114 Rest of APAC key country dynamics

Fig. 115 Rest of APAC Complementary and alternative medicine market estimates and

forecast, 2018 - 2030 (USD Million)

Fig. 116 Latin America: SWOT Analysis

Fig. 117 Latin America Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 118 Brazil key country dynamics

Fig. 119 Brazil Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 120 Mexico key country dynamics

Fig. 121 Mexico Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 122 Argentina key country dynamics

Fig. 123 Argentina Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 124 Rest of LATAM key country dynamics

Fig. 125 Rest of LATAM Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 126 MEA: SWOT Analysis

Fig. 127 MEA Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 128 South Africa key country dynamics

Fig. 129 South Africa Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 130 Saudi Arabia key country dynamics

Fig. 131 Saudi Arabia Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 132 UAE key country dynamics

Fig. 133 UAE Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 134 Kuwait key country dynamics

Fig. 135 Kuwait Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 136 Rest of MEA key country dynamics

Fig. 137 Rest of MEA Complementary and alternative medicine market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 138 Heat map analysis

Fig. 139 Market participant categorization

Fig. 140 Complementary and alternative medicine market share analysis, 2022

Fig. 141 Strategy framework

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