

India Ayurvedic Products Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview 2023-2028:

The Indian ayurvedic products market size reached INR 626 Billion in 2022. Looking forward, IMARC Group expects the market to reach INR 1,824 Billion by 2028, exhibiting a growth rate (CAGR) of 19.3% during 2023-2028.

Ayurveda is an ancient science and healthcare system that has been adopted by cultures globally. Ayurveda analyses and cures diseases after understanding an individual's body type, heartbeat patterns, appearance, vision, etc. There are various protocols and treatments in the ayurvedic system to rectify ailments through the use of herbs, plants, exercise, diet and changes in lifestyle. Throughout the country, various segments of ayurvedic healthcare and personal care products are available. For personal care range, the market is divided into oral care, skincare, make-up, hair care and fragrances. Whereas, for the healthcare range, the market is segmented into ayurvedic nutraceuticals, ayurvedic medicines and dietary supplements. Corporations throughout the country are focusing on developing innovative ayurvedic products and generating awareness among consumers.

India Ayurvedic Products Market Trends and Drivers:

A key factor driving the Indian ayurvedic products market is increasing popularity of natural and organic medicines and their benefits among the consumers. Factors such as rising health concerns and awareness on the side-effects of western medicines is further driving the consumer preference for ayurvedic products in the country. Moreover, catalysed by economic growth and rising incomes, per capita expenditures on

healthcare products have increased significantly over the past few years, creating a positive impact on the ayurvedic products market. The distribution network of ayurvedic products have improved significantly, increasing the accessibility of these products across both urban and rural regions. The government of India is also promoting the usage of ayurvedic products through awareness programmes and subsidies.

IMARC Group's latest report provides a deep insight into the Indian ayurvedic products market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Indian ayurvedic products market in any manner.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India ayurvedic products market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on products type and organized/unorganized.

Breakup by Products Type:

Healthcare Products

- Ayurvedic Nutraceuticals and Dietary Supplements
- Ayurvedic Medicines

Personal Care Products

- Skin Care
- Oral Care
- Hair Care and Fragrances

Breakup by Organized/Unorganized:

- Organized
- Unorganized

Breakup by Region:

North India
East India
West and Central India
South India

This report also includes:

Key Drivers and Challenges
Value Chain Analysis
Imports and Exports
Porters Five Forces Analysis
PESTEL Analysis
Government Regulations

Competitive Landscape:

India ayurvedic products market is highly fragmented with the presence of several small and large players competing in terms of price and quality. Some of the major players in the market are:

Dabur India Ltd.
Patanjali Ayurved Limited
The Himalaya Drug Company
Vicco Laboratories
Charak Pharma Pvt. Ltd.
Hamdard Laboratories
Forest Essentials
Emami Ltd.
Shree Baidyanath Ayurved Bhawan Pvt. Ltd.
Kerala Ayurveda Ltd.
Amrutanjan Healthcare Limited

Key Questions Answered in This Report:

What is the expected growth rate of the India ayurvedic products market 2023-2028?

What are the key factors driving the India ayurvedic products market?

What has been the impact of COVID-19 on the India ayurvedic products market?

What is the breakup of the India ayurvedic products market based on the product type?

What is the breakup of the India ayurvedic products market based on the organized/unorganized?

What are the key regions in the India ayurvedic products market?

Who are the key players/companies in the India ayurvedic products market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 INDIA AYURVEDIC PRODUCTS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Products Type
- 5.5 Market Breakup by Organized/Unorganized
- 5.6 Market Breakup by Region
- 5.7 Market Forecast
- 5.8 SWOT Analysis
 - 5.8.1 Overview
 - 5.8.2 Strengths
 - 5.8.3 Weaknesses
 - 5.8.4 Opportunities
 - 5.8.5 Threats
- 5.9 Value Chain Analysis

- 5.10 Porters Five Forces Analysis
 - 5.10.1 Overview
 - 5.10.2 Bargaining Power of Buyers
 - 5.10.3 Bargaining Power of Suppliers
 - 5.10.4 Degree of Competition
 - 5.10.5 Threat of New Entrants
 - 5.10.6 Threat of Substitutes
- 5.11 PESTEL Analysis
 - 5.11.1 Political
 - 5.11.2 Economic
 - 5.11.3 Social
 - 5.11.4 Legal
 - 5.11.5 Environmental
 - 5.11.6 Technological
- 5.12 Price Analysis
 - 5.12.1 Price Indicators
 - 5.12.2 Price Structure
 - 5.12.3 Margin Analysis

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Healthcare Products
 - 6.1.1 Market Trends
 - 6.1.2 Market Breakup by Type
 - 6.1.2.1 Ayurvedic Nutraceuticals and Dietary Supplements
 - 6.1.2.1.1 Market Trends
 - 6.1.2.1.2 Market Forecast
 - 6.1.2.2 Ayurvedic Medicines
 - 6.1.2.2.1 Market Trends
 - 6.1.2.2.2 Market Forecast
 - 6.1.3 Market Forecast
- 6.2 Personal Care Products
 - 6.2.1 Market Trends
 - 6.2.2 Market Breakup by Type
 - 6.2.2.1 Skin Care
 - 6.2.2.1.1 Market Trends
 - 6.2.2.1.2 Market Forecast
 - 6.2.2.2 Oral Care
 - 6.2.2.2.1 Market Trends

- 6.2.2.2.2 Market Forecast
- 6.2.2.3 Hair Care and Fragrances
 - 6.2.2.3.1 Market Trends
 - 6.2.2.3.2 Market Forecast
- 6.2.3 Market Forecast

7 MARKET BREAKUP BY ORGANIZED/UNORGANIZED

- 7.1 Organized
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Unorganized
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY REGION

- 8.1 North India
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 West and Central India
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 South India
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 East India
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast

9 IMPORTS AND EXPORTS

10 GOVERNMENT REGULATIONS

11 STRATEGIC RECOMMENDATIONS

12 COMPETITIVE LANDSCAPE

- 12.1 Market Structure

12.2 Key Players

12.3 Profiles of Key Players

12.3.1 Dabur India Ltd.

12.3.2 Patanjali Ayurved Limited

12.3.3 The Himalaya Drug Company

12.3.4 Vicco Laboratories

12.3.5 Charak Pharma Pvt. Ltd.

12.3.6 Hamdard Laboratories

12.3.7 Forest Essentials

12.3.8 Emami Ltd.

12.3.9 Shree Baidyanath Ayurved Bhawan Pvt. Ltd.

12.3.10 Kerala Ayurveda Ltd.

12.3.11 Amrutanjan Healthcare Limited

List Of Tables

LIST OF TABLES

Table 1: India: Ayurvedic Products Market: Key Industry Highlights, 2022 and 2028

Table 2: India: Ayurvedic Products Market Forecast: Breakup by Products Type (in Million INR), 2023-2028

Table 3: India: Ayurvedic Products Market Forecast: Breakup by Organized/Unorganized (in Million INR), 2023-2028

Table 4: India: Ayurvedic Products Market Forecast: Breakup by Region (in Million INR), 2023-2028

Table 5: India: Ayurvedic Products Market: Competitive Structure

Table 6: India: Ayurvedic Products Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: India: Ayurvedic Products Market: Major Drivers and Challenges

Figure 2: India: Ayurvedic Products Market: Sales Value (in Billion INR), 2017-2022

Figure 3: India: Ayurvedic Products Market: Breakup by Products Type (in %), 2022

Figure 4: India: Ayurvedic Products Market: Breakup by Organized/Unorganized (in %), 2022

Figure 5: India: Ayurvedic Products Market: Breakup by Region (in %), 2022

Figure 6: India: Ayurvedic Products Market Forecast: Sales Value (in Billion INR), 2023-2028

Figure 7: India: Ayurvedic Products Industry: SWOT Analysis

Figure 8: India: Ayurvedic Products Industry: Value Chain Analysis

Figure 9: India: Ayurvedic Products Industry: Porter's Five Forces Analysis

Figure 10: India: Ayurvedic Products Industry: PESTEL Analysis

Figure 11: India: Ayurvedic Products (Healthcare Products) Market: Sales Value (in Million INR), 2017 & 2022

Figure 12: India: Ayurvedic Products (Healthcare Products) Market Forecast: Sales Value (in Million INR), 2023-2028

Figure 13: India: Ayurvedic Products (Personal Care Products) Market: Sales Value (in Million INR), 2017 & 2022

Figure 14: India: Ayurvedic Products (Personal Care Products) Market Forecast: Sales Value (in Million INR), 2023-2028

Figure 15: India: Ayurvedic Healthcare Products (Ayurvedic Nutraceuticals and Dietary Supplements) Market: Sales Value (in Million INR), 2017 & 2022

Figure 16: India: Ayurvedic Healthcare Products (Ayurvedic Nutraceuticals and Dietary Supplements) Market Forecast: Sales Value (in Million INR), 2023-2028

Figure 17: India: Ayurvedic Healthcare Products (Ayurvedic Medicines) Market: Sales Value (in Million INR), 2017 & 2022

Figure 18: India: Ayurvedic Healthcare Products (Ayurvedic Medicines) Market Forecast: Sales Value (in Million INR), 2023-2028

Figure 19: India: Ayurvedic Personal Care Products (Skin Care) Market: Sales Value (in Million INR), 2017 & 2022

Figure 20: India: Ayurvedic Personal Care Products (Skin Care) Market Forecast: Sales Value (in Million INR), 2023-2028

Figure 21: India: Ayurvedic Personal Care Products (Oral Care) Market: Sales Value (in Million INR), 2017 & 2022

Figure 22: India: Ayurvedic Personal Care Products (Oral Care) Market Forecast: Sales

Value (in Million INR), 2023-2028

Figure 23: India: Ayurvedic Personal Care Products (Hair Care and Fragrances) Market: Sales Value (in Million INR), 2017 & 2022

Figure 24: India: Ayurvedic Personal Care Products (Hair Care and Fragrances) Market Forecast: Sales Value (in Million INR), 2023-2028

Figure 25: India: Ayurvedic Products (Organized) Market: Sales Value (in Million INR), 2017 & 2022

Figure 26: India: Ayurvedic Products (Organized) Market Forecast: Sales Value (in Million INR), 2023-2028

Figure 27: India: Ayurvedic Products (Unorganized) Market: Sales Value (in Million INR), 2017 & 2022

Figure 28: India: Ayurvedic Products (Unorganized) Market Forecast: Sales Value (in Million INR), 2023-2028

Figure 29: North India: Ayurvedic Products Market: Sales Value (in Million INR), 2017 & 2022

Figure 30: North India: Ayurvedic Products Market Forecast: Sales Value (in Million INR), 2023-2028

Figure 31: West and Central India: Ayurvedic Products Market: Sales Value (in Million INR), 2017 & 2022

Figure 32: West and Central India: Ayurvedic Products Market Forecast: Sales Value (in Million INR), 2023-2028

Figure 33: South India: Ayurvedic Products Market: Sales Value (in Million INR), 2017 & 2022

Figure 34: South India: Ayurvedic Products Market Forecast: Sales Value (in Million INR), 2023-2028

Figure 35: East India: Ayurvedic Products Market: Sales Value (in Million INR), 2017 & 2022

Figure 36: East India: Ayurvedic Products Market Forecast: Sales Value (in Million INR), 2023-2028

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