

# India Ayurvedic Products Market Report by Product Type (Healthcare Products, Personal Care Products), Organized/Unorganized (Organized, Unorganized), and Region 2024-2032

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## Abstracts

The Indian ayurvedic products market size reached INR 748.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach INR 3,207.6 Billion by 2032, exhibiting a growth rate (CAGR) of 17% during 2024-2032. The increasing prevalence of medical disorders, rising health consciousness among consumers, and the easy availability of ayurvedic products through online and offline distribution channels represent some of the key factors driving the market.

Ayurvedic products refer to traditional herbal and natural products based on the traditional Indian system of medicine. They include herbal supplements, teas, oils, and powders made from natural ingredients, such as herbs, spices, roots, and fruits. They promote health and overall well-being by restoring balance to the body and mind and are used to treat various health concerns, such as digestive issues, stress, sleep problems, and skin problems. As they are made from natural ingredients, they have fewer side effects than pharmaceutical drugs and synthetic chemicals. At present, key market players are introducing ayurvedic products according to individual needs and constituent types in India.

India Ayurvedic Products Market Trends:

Rising health concerns due to the side effects of western drugs and the growing awareness about the benefits of natural and organic medicines represent one of the key factors bolstering the market growth in India. In addition, the increasing popularity of ayurvedic products as a safe and healthy alternative to synthetic chemicals and pharmaceuticals is propelling the market growth in the country. Apart from this, the easy

availability of ayurvedic products through online and offline distribution channels, coupled with the increasing affordability and easy accessibility of products across both urban and rural regions of the country are fueling the market growth. Moreover, the Government of India (GOI) is undertaking favorable initiatives to support the ayurvedic product industry. For this, the government is organizing exhibitions, trade fairs, and roadshows for the promotion of ayurveda. The government is also investing in different programs to increase the visibility, acceptability, and usage of ayurvedic products in the health system. This, along with the increasing investments in various research and development (R&D) activities for developing new formulations, improving manufacturing processes, and incorporating modern technology into ayurvedic product development is creating a favorable market outlook. Besides this, various strategies to globalize and promote ayurveda with the health system and the increasing number of visitors coming to India to seek ayurvedic treatments and products are offering lucrative growth opportunities to ayurvedic product manufacturers. Other factors, such as changing dietary patterns, increasing prevalence of lifestyle diseases, such as diabetes, obesity, and hypertension, and various incentives and subsidies provided to drug manufacturers and entrepreneurs, are projected to stimulate the growth of the in the country.

#### 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 2024-2032. Our report has categorized the market based on product type and organized/unorganized.

#### Product Type Insights:

##### Healthcare Products

Ayurvedic Nutraceuticals and Dietary Supplements

Ayurvedic Medicines

##### Personal Care Products

Skin Care

Oral Care

Hair Care and Fragrances

The report has provided a detailed breakup and analysis of the India ayurvedic products market based on the product type. This includes healthcare products (ayurvedic nutraceuticals and dietary supplements and ayurvedic medicines) and personal care products (skin care, oral care, and hair care and fragrances). According to the report,

healthcare products represented the largest segment.

Organized/Unorganized Insights:

Organized

Unorganized

The report has provided a detailed breakup and analysis of the India ayurvedic products market based on the organized/unorganized. This includes organized and unorganized. According to the report, organized represented the largest segment.

Regional Insights:

North India

East India

West and Central India

South India

The report has also provided a comprehensive analysis of all the major regional markets, which include North India, West and Central India, South India, and East India. According to the report, North India was the largest market for India ayurvedic products. Some of the factors driving the North India ayurvedic products market included inflating disposable incomes levels, expanding e-commerce sector, improving supply chain, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the India ayurvedic products market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include 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., and Amrutanjan Healthcare Limited, etc.

Key Questions Answered in This Report

1. What was the size of the Indian ayurvedic products market in 2023?
2. What is the expected growth rate of the Indian ayurvedic products market during 2024-2032?

3. What are the key factors driving the Indian ayurvedic products market?
4. What has been the impact of COVID-19 on the Indian ayurvedic products market?
5. What is the breakup of the Indian ayurvedic products market based on the product type?
6. What is the breakup of the Indian ayurvedic products market based on the organized/unorganized?
7. What are the key regions in the Indian ayurvedic products market?
8. Who are the key players/companies in the Indian ayurvedic products market?

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