

# India Ayurvedic Wellness Market Size, Share, Trends and Forecast by Product Type, Distribution Channel, End User, and Region, 2025-2033

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## Abstracts

The India ayurvedic wellness market size reached USD 10.3 Billion in 2024. Looking forward, IMARC Group expects the market to reach USD 42.2 Billion by 2033, exhibiting a growth rate (CAGR) of 16.2% during 2025-2033. The rising consumer preference for natural and holistic healthcare, increasing government support for Ayurveda, growing awareness about preventive healthcare, expanding online and offline distribution channels, surging investments in Ayurvedic research and development (R&D), and the integration of Ayurveda with modern wellness trends are expanding the India ayurvedic wellness market share.

India Ayurvedic Wellness Market Trends:

### Growing Consumer Preference for Natural and Herbal Products

The Indian Ayurvedic wellness market is witnessing a significant increase in demand as consumers increasingly prefer natural, chemical-free, and plant-based alternatives over synthetic products. This shift is driven by rising awareness regarding the health benefits of Ayurveda, concerns over synthetic ingredients, and the growing influence of holistic well-being. The popularity of Ayurvedic personal care and beauty products has risen sharply, with companies introducing innovative formulations such as herbal skincare, hair care, and organic cosmetics. Additionally, the COVID-19 pandemic has amplified the need for immunity-boosting solutions, leading to increased sales of Ayurvedic dietary supplements and herbal medicines. With government initiatives such as the AYUSH Ministry promoting traditional medicine and the rise of e-commerce platforms facilitating easy access to Ayurvedic products, therefore India Ayurvedic wellness market growth is expected to accelerate further. According to an industry report

published on March 28, 2025, the WHO Global Traditional Medicine Centre in Jamnagar was established to promote global wellness and evidence-based research in traditional medicine. It also includes efforts to incorporate Ayurveda with contemporary medical procedures. In order to increase the export and international recognition of AYUSH goods and services, the Ministry has also created a Central Sector Scheme for International Cooperation. Additionally, to advance integrative healthcare, departments of integrative medicine have been operationalized at Lady Hardinge Medical College, Vardhman Mahavir Medical College, and Safdarjung Hospital in New Delhi. As consumer preferences continue evolving towards sustainability and wellness, Ayurvedic brands are poised to experience long-term expansion in India's booming wellness industry.

### Expansion of Ayurveda into Mainstream Healthcare

Ayurveda is gradually moving beyond traditional medicine and entering mainstream healthcare in India, driven by an increased focus on integrative treatments. Ayurvedic hospitals, wellness retreats, and clinics are experiencing higher footfalls as people seek alternative and complementary therapies for chronic illnesses, stress management, and lifestyle disorders. The government is actively promoting Ayurveda through policy support, including the establishment of AYUSH health centers and collaborations with pharmaceutical companies for Ayurvedic drug research. For instance, The Ministry of Ayush's Central Council for Research in Ayurvedic Sciences (CCRAS) released a report on March 25, 2025, detailing the development of cooperative networks for integrative and interdisciplinary research over the previous three years to promote evidence-based Ayurveda. To improve community involvement in public health research, programs like Mission Utkarsh and the Ekalavya Model Residential Schools (EMRS) initiative have been started. Furthermore, CCRAS is working on a number of clinical research initiatives, such as a phase II trial on Carctol-S for ovarian cancer and research on Ayurvedic treatments for disorders like Parkinson's disease and ADHD. Moreover, Ayurvedic therapeutic oils and functional foods are gaining traction as they seamlessly integrate into modern lifestyles. Spas and wellness centers are incorporating Ayurveda-based therapies such as Panchakarma and herbal massages, bolstering the sector's revenue. As the demand for preventive healthcare grows, India Ayurvedic wellness market outlook remains positive, with increased investments from global and domestic players fueling innovation, research, and the standardization of Ayurvedic treatments.

### India Ayurvedic Wellness Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market,

along with forecasts at the country level for 2025-2033. Our report has categorized the market based on product type, distribution channel, and end user.

#### Product Type Insights:

Ayurvedic Personal Care and Beauty Products

Ayurvedic Dietary Supplements and Herbal Medicines

Ayurvedic Therapeutic Oils

Ayurvedic Beverages and Functional Foods

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes ayurvedic personal care and beauty products, ayurvedic dietary supplements and herbal medicines, ayurvedic therapeutic oils, ayurvedic beverages and functional foods, and others.

#### Distribution Channel Insights:

Online Retail

Offline Retail

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes online retail and offline retail.

#### End User Insights:

Individual Consumers

Spas and Wellness Centers

Ayurvedic Hospitals and Clinics

## Others

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes individual consumers, spas and wellness centers, ayurvedic hospitals and clinics, and others.

## Regional Insights:

North India

South India

East India

West India

The report has also provided a comprehensive analysis of all the major regional markets, which include North India, South India, East India, and West India.

## Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key 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.

## Key Questions Answered in This Report:

How has the India ayurvedic wellness market performed so far and how will it perform in the coming years?

What is the breakup of the India ayurvedic wellness market on the basis of product type?

What is the breakup of the India ayurvedic wellness market on the basis of distribution channel?

What is the breakup of the India ayurvedic wellness market on the basis of end user?

What is the breakup of the India ayurvedic wellness market on the basis of region?

What are the various stages in the value chain of the India ayurvedic wellness market?

What are the key driving factors and challenges in the India ayurvedic wellness market?

What is the structure of the India ayurvedic wellness market and who are the key players?

What is the degree of competition in the India ayurvedic wellness market?

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