

India Isabgol (Psyllium Husk) Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The India Isabgol (psyllium husk) market size reached INR 372.1 Crore in 2022. Looking forward, IMARC Group expects the market to reach INR 603.7 Crore by 2028, exhibiting a growth rate (CAGR) of 8.6% during 2023-2028.

Isabgol, also known as Psyllium husk, refers to a type of dietary fiber that is obtained from seeds of the plant *Plantago ovata*. It is widely cultivated across Asia, the Mediterranean region, and North Africa. Isabgol is commonly known as an effective remedy for relieving constipation and supporting weight loss by clearing out the toxins from the digestive tract. It also helps in improving cardiovascular health, boosting immunity, clearing skin pores, controlling blood glucose levels, etc. Isabgol is extensively available in whole, powder, and dust forms.

India Isabgol (Psyllium Husk) Market Trends:

In India, the high prevalence of numerous gastrointestinal disorders due to unhealthy food patterns and sedentary lifestyles of the consumers is primarily driving the Isabgol market. In line with this, the growing consumer awareness towards several associated health benefits of Isabgol in curing constipation and diarrhea, maintaining blood sugar levels, reducing the risk of CVDs, etc., is also propelling the market growth in the country. Additionally, the rising occurrences of irritable bowel syndrome, particularly among the geriatric population, are bolstering the consumption of Isabgol based on its anti-inflammatory properties. Furthermore, the escalating consumer health consciousness is catalyzing the inclusion of dietary fibers, like Isabgol, in regular food

habits as it helps in cleaning the colon, controls obesity, removes toxins from the body, etc. Besides this, the increasing utilization of Isabgol with aloe vera gel in numerous skincare regimes for curing acne and pimples is positively influencing the India market. Moreover, the Indian government is launching various initiatives in the agriculture sector for improving irrigation systems, enhancing the supply of raw materials, and conducting farmer training programs to increase the domestic production of Isabgol. Additionally, the rising popularity of organic dietary fibers that are free from chemical additives, GMOs, preservatives, etc., is further expected to drive the India market for Isabgol in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India isabgol (Psyllium Husk) market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on type, form, pack, pack size and distribution channel.

Breakup by Region:

East India

West Bengal

Bihar

Orissa

Jharkhand

Others

North India

Uttar Pradesh

Rajasthan

Delhi NCR

Punjab

Haryana

Others

West & Central India

Maharashtra

Madhya Pradesh
Gujrat
Others

South India

Tamil Nadu
Karnataka
Andhra Pradesh
Others

Breakup by Type:

Conventional
Organic

Breakup by Form:

Whole
Powder
Dust

Breakup by Pack:

Box
Others

Breakup by Pack size:

50gm
100gm
200gm
Others

Breakup by Distribution Channel:

Supermarket/Hypermarket
Specialty Stores
Convenience Stores
Others

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Baidyanath, Dabur India Limited, Giriraj Enterprises, Karnataka Antibiotics & Pharmaceutical Limited, Organic India, Patanjali, Satnam Psyllium Industries, The Sidhpur Sat-Isabgol Factory, Unjha Formulations Ltd., and Vraj Psyllium.

Key Questions Answered in This Report

1. What was the size of the India isabgol (psyllium husk) market in 2022?
2. What is the expected growth rate of the India isabgol (psyllium husk) market during 2023-2028?
3. What has been the impact of COVID-19 on the India isabgol (psyllium husk) market?
4. What are the key factors driving the India isabgol (psyllium husk) market?
5. What is the breakup of the India isabgol (psyllium husk) market based on the type?
6. What is the breakup of the India isabgol (psyllium husk) market based on the form?
7. What is the breakup of the India isabgol (psyllium husk) market based on the pack?
8. What is the breakup of the India isabgol (psyllium husk) market based on the pack size?
9. What is the breakup of the India isabgol (psyllium husk) market based on the distribution channel?
10. What are the key regions in the India isabgol (psyllium husk) market?
11. Who are the key players/companies in the India isabgol (psyllium husk) market?

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