

Global Adaptogens Market - Forecasts from 2020 to 2025

<https://marketpublishers.com/r/GB37109C9E41EN.html>

Date: November 2020

Pages: 127

Price: US\$ 3,950.00 (Single User License)

ID: GB37109C9E41EN

Abstracts

Adaptogens Market is expected to grow at CAGR of 8.55% to reach 3,993.345 million in 2025 from US\$2,441.406 million in 2019. Adaptogens are known as a non-toxic plant that is used as a resistor to stress in a body. It works to relieve different types of stress such as biological, chemical, or physical. The roots and herbs are being used since ancient times, especially in countries such as China and India. It is used as a healing source in Ayurvedic and Chinese traditions. There are some types of adaptogens such as holy basil that are consumable and used as a specific part of a meal. Some are used in beverages such as teas and are consumed as a supplement. Stress is one of the imperative problems in today's life. With the surge in the adaptation of modern lifestyles, the rate of stress in an individual is also surging. Adaptogens are also used by athletes to relieve mental pressure which helps in the overall form and performance of the athlete. Companies are investing a substantial sum of capital into this product.

The surge in the Innovation, Transparency, and Brand-Building of the product

Companies are investing a significant sum of capital into the R&D and innovation of the adaptogens product. There is a specific need to build trust, transparency among the consumers. Investments and brand building will help the manufacturers to gain a competitive edge in the market. There is a surge in the consumer preferences and awareness for the product that the individual is consuming. Innovation is the key to enhance and introduce novel products in the market. The ayurvedic sector will have an imperative role as the usage of adaptogens was well discovered in Ancient times. There has been a surge in the usage of adaptogens in the food and beverage industry as more consumers are using the product in their meals or as a supplement in the drink. There is a need for creative marketing strategies to build trust and awareness among consumers. The companies are regularly enhancing and building more production

facilities to accommodate the demand by the consumers. There are a considerable number of consumers that are drifting away from pharmaceutical and medical products as those products are not giving the desired results to the consumers. Adaptogens are used to cure renal, cardiovascular, and digestive problems. There has been a surge in the awareness to consume novel and safer medicinal herbs that are used to maintain endocrine homeostasis. There are considerable advantages of using medicinal herbs that are related to a better and healthier body.

Adaptogens are used as a substitute for CBD

Cannabidiol which is also known as CBD is used for relieving stress, pain enhances digestion, and surges the mental focus of a brain. There has been a substantial use for CBD based products in the tinctures, beverages, and yoga apparels, which will register significant growth in the CBD industry, but there are considerable advantages of adaptogens based products that are expected to become a substitute for CBD based products. Adaptogens are known for their stress-relieving applications, and other medical properties that are expected to drive the adaptogens demand in the coming years.

Market Frontrunners

Distribution Channel

The offline segments hold a major share in the market. Hypermarkets and supermarkets are registering significant growth in the market. Bigger retailers such as Walmart have connected directly with the manufacturers. There has been a surge in sales in convenience and specialty stores. Manufacturers are diversifying their marketing

strategies and are reevaluating their supply chains. The online segment is expected to register significant growth as the manufacturers are connecting directly with their consumers through their websites or other major E-Commerce sites.

Regional Analysis

North America holds a major share of the market. The reason is due to the rise in consumer preferences and the consumers are diversifying their options to purchase natural based products. The Asia Pacific also holds a major share in the market as there has been a surge in the use of Ayurvedic products and the presence of major players in the region. Adaptogens are used in the Asian region since ancient times. Europe will also hold a decent share in the market in the coming years.

Challenges in the Adaptogens Market

There is a major challenge in the market due to the regulatory considerations by the governments worldwide. Manufacturers have to comply with the strict regulatory standards and to avoid overstepping of the regulations. Companies have to innovate their strategies as there is a significant surge in the demand for adaptogens based products.

Competitive Analysis

Some of the major players are: Nutra Industries Inc., Xian Yuensun Biological Technology Co. Ltd., Organic India, PLT Health Solutions, Inc., Amax NutraSource, Inc., Changsha Organic Herb Inc, NutraCap Labs, Xi'an Green Biotech Co. Ltd., MB-Holding GmbH & Co. KG, REBBL Companies have to invest substantial capital into the product development to keep up with the de-mand. Local farmers have a significant share in the market. Brand building and collaborations are required to have a competitive advantage. E-Commerce and awareness programs are essential to building trust among consumers.

Segmentation

By Nature

Organic

Synthetic

By Source

Ashwagandha

Astragalus

Turmeric

Cordyceps

Others

By Applications

Food and Beverage

Cosmetics

Pharmaceuticals

Animal Feed

Others

By Distribution Channel

Online

Offline

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Italy

Others

The Middle East and Africa

UAE

Others

Asia Pacific Region

China

India

Japan

South Korea

Others

Note: The report will be dispatched withing 2-3 business days.

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- ? The list is not exhaustive

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