

Global Ayurvedic Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Ayurvedic market size is predicted to grow from US\$ 8910 million in 2025 to US\$ 18010 million in 2031; it is expected to grow at a CAGR of 12.4% from 2025 to 2031.

Ayurveda is an ancient system of life and also the oldest surviving medical system in the world. Ayurvedic science is not merely a traditional Indian form of medicine but a perennial naturopathic system of healthcare that has survived the test of time as well as onslaught of modern science and methods of treatments.

India is the largest Ayurvedic market with about 80% market share. Middle East is follower, accounting for about 5% market share. The key manufacturers are Patanjali Ayurved Limited, Dabur, Emami Group, Himalaya Drug, Maharishi Ayurveda, Baidyanalh, Shahnaz Husain Group, Vicco Laboratories, Amrutanjan Healthcare, Charak Pharma, Botique, Herbal Hills, Basic Ayurveda, Natreon etc. Top 3 companies occupied about 68% market share.

LPI (LP Information)' newest research report, the "Ayurvedic Industry Forecast" looks at past sales and reviews total world Ayurvedic sales in 2024, providing a comprehensive analysis by region and market sector of projected Ayurvedic sales for 2025 through 2031. With Ayurvedic sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Ayurvedic industry.

This Insight Report provides a comprehensive analysis of the global Ayurvedic

landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Ayurvedic portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Ayurvedic market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Ayurvedic and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Ayurvedic.

This report presents a comprehensive overview, market shares, and growth opportunities of Ayurvedic market by product type, application, key players and key regions and countries.

Segmentation by Type:

Health Care

Oral Care

Hair Care

Skin Care

Others

Segmentation by Application:

Women

Men

Kids

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Patanjali Ayurved Limited

Dabur

Emami Group

Himalaya Drug

Maharishi Ayurveda

Baidyanalh

Shahnaz Husain Group

Vicco Laboratories

Amrutanjan Healthcare

Charak Pharma

Botique

Herbal Hills

Basic Ayurveda

Natreon

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