

# **Ayurvedic Herbal Extract Market Forecasts to 2032 – Global Analysis By Type (Ashwagandha, Brahmi, Neem, Turmeric, Licorice Root, Ajwain, Cardamom, Cumin, Basil, Tulsi (Holy Basil), Amla, Shatavari, Giloy and Other Types), Form, Distribution Channel, Application and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Ayurvedic Herbal Extract Market is accounted for \$51.12 billion in 2025 and is expected to reach \$83.17 billion by 2032 growing at a CAGR of 7.2% during the forecast period. The Ayurvedic herbal extracts are used to extract the active ingredients that support health and well-being from concentrated forms of medicinal plants that are produced using traditional Ayurvedic techniques. These extracts, which have their roots in the centuries-old Indian medical system, are made from medicinally beneficial herbs. They are rich in bioactive phytochemicals that promote digestion, immunity, stress reduction, detoxification, and general health. Moreover, the natural substitute for artificial ingredients found in dietary supplements, functional foods, cosmetics, and wellness products is the use of Ayurvedic herbal extracts.

According to the Ayush Nirmata Sangh, an association of herbal and Ayurvedic product manufacturers in Indore, highlighted that around 200 Ayurvedic units operate in Indore, with the local market estimated at over ₹1,000 crore (~US \$120 million).

Market Dynamics:

Driver:

## Growing demand for natural and plant-based products worldwide

Ayurvedic herbal extracts are becoming more and more appealing across industries as a result of the global demand for plant-based solutions being fueled by the shift toward wellness, sustainability, and chemical-free living. These extracts, which are high in bioactive compounds, are utilized in pharmaceutical formulations, skincare products, beverages, and supplements. Nearly 80% of people worldwide receive their primary healthcare from traditional medicine. Additionally, herbal extracts are increasingly being incorporated into mainstream health and wellness products in both developed and developing markets due to growing concerns about the long-term effects of synthetic chemicals and growing faith in traditional healing systems like Ayurveda.

### Restraint:

#### Absence of international standards and regulatory obstacles

The market for Ayurvedic herbal extracts is severely hampered by the lack of widely recognized safety and quality standards. India follows AYUSH and GMP guidelines, but foreign markets like the US and EU demand more stringent adherence to FDA or EMA regulations, including scientific evidence of safety and efficacy. It is challenging to meet these requirements due to issues with contamination, inconsistent active ingredient levels, and different extraction techniques used by different manufacturers. Particularly in developed economies where herbal products are categorized differently—as supplements, medications, or food ingredients—and require separate approvals, this lack of standardized regulation hinders market penetration.

### Opportunity:

#### Growth into functional foods and nutraceuticals

One of the main growth avenues for Ayurvedic herbal extracts is consumer demand for quick, health-promoting foods and drinks. These days, protein shakes, herbal teas, energy bars, and ready-to-drink wellness drinks are being made with ingredients like turmeric (curcumin), ashwagandha, and amla. Because of their introduction into commonplace foods, herbal extracts can now be consumed by a larger range of people, including younger, health-conscious consumers. While maintaining their traditional health benefits, Ayurvedic extract suppliers and FMCG brands can work together to position these products as a part of a modern lifestyle.

### Threat:

#### Rivalry from alternative natural medicine systems

Traditional Chinese Medicine (TCM), Japanese Kampo medicine, and Western herbalism are some of the traditional medical systems that pose a serious threat to Ayurvedic herbal extracts. Strong customer bases, well-established supply chains, and well-known brands in international marketplaces are all features of these systems. It can be difficult for Ayurvedic extracts to become well-known in places like North America and Europe, where TCM products frequently take up most of the retail shelves. Furthermore, ayurveda runs the risk of becoming less prominent in the natural healthcare market if it doesn't have strong branding and education initiatives.

### Covid-19 Impact:

Due to the global surge in demand for natural immunity-boosting and preventive health products, the COVID-19 pandemic had a major positive impact on the market for Ayurvedic herbal extracts. Because of the purported antiviral, anti-inflammatory, and adaptogenic qualities of Ayurvedic herbs like ashwagandha, giloy, tulsi, turmeric, and amla, consumers began using them. Through guidelines and the distribution of herbal formulations, the Ministry of AYUSH in India actively promoted traditional remedies, and the demand for standardized herbal extracts increased due to the global interest in alternative medicine. During lockdowns, e-commerce and direct-to-consumer channels thrived, allowing manufacturers to access new markets in spite of supply chain interruptions. This shift toward plant-based, preventive wellness brought about by the pandemic has given the industry a long-term growth trajectory.

The turmeric segment is expected to be the largest during the forecast period

The turmeric segment is expected to account for the largest market share during the forecast period, driven by its widespread use as a strong antioxidant and natural anti-inflammatory. Turmeric, which is high in curcumin, is used extensively in pharmaceuticals, functional foods, cosmetics, and nutraceuticals for its ability to reduce inflammation, increase immunity, and promote joint and skin health. Due to its many applications in both domestic and international markets, including traditional medicine, cooking, and contemporary wellness products, the spice has become a major force. Moreover, turmeric's dominant position in the Ayurvedic herbal extract market is being maintained by growing scientific confirmation of curcumin's therapeutic qualities as well as rising consumer demand for plant-based and clean-label treatments.

The liquid extracts or tinctures segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the liquid extracts or tinctures segment is predicted to witness the highest growth rate, driven by growing consumer demand for herbal remedies that are simple to use and absorb quickly. Compared to powders or capsules, liquid extracts have a higher bioavailability, which guarantees a quicker onset of health benefits. Both traditional and contemporary wellness consumers find them appealing due to their versatility, which enables direct consumption, mixing with beverages, or incorporation into functional shots. Global appeal has increased due to improvements in concentration, shelf life, and taste profiles brought about by advancements in extraction technologies. Additionally, liquid extracts are now the product form with the fastest rate of growth due to their increasing use in nutraceuticals, herbal remedies, and customized wellness formulations.

Region with largest share:

During the forecast period, the Asia-Pacific region is expected to hold the largest market share, mainly due to India's extensive supply of medicinal plants and its long history of Ayurveda. Strong domestic demand, established traditional medicine systems, and government programs supporting herbal and natural healthcare all contribute to the region's advantages. As the world's center for Ayurvedic goods, India is the top producer and exporter of herbal extracts like neem, ashwagandha, and turmeric. The market position is further strengthened by the growing use of herbal remedies in nations like China, Sri Lanka, and Nepal. Furthermore, Asia-Pacific's market dominance is a result of low manufacturing costs, an abundance of raw materials, and the increasing recognition of Ayurvedic efficacy worldwide.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, driven by growing consumer awareness of Ayurveda's health benefits and a shift toward natural, plant-based wellness solutions. Adoption is being fueled by rising demand for functional foods, herbal supplements, and clean-label cosmetics, as well as scientific research confirming the effectiveness of Ayurvedic herbs like tulsi, turmeric, and ashwagandha. Growth is also being accelerated by the region's high e-commerce penetration and the accessibility of high-quality herbal products from both domestic and international brands. Moreover, North America is the region with the fastest rate of

growth due to the incorporation of Ayurvedic extracts into the mainstream personal care and nutraceutical industries.

### Key players in the market

Some of the key players in Ayurvedic Herbal Extract Market include Doehler GmbH, International Flavors & Fragrances Inc, Patanjali Ayurved Limited, Aimil Pharmaceuticals Ltd, Himalaya Global Holdings Ltd, Dermapharm AG, Binexo Pharmaceuticals Inc, Kerala Ayurveda Limited, Dabur India Limited, Charak Pharma Pvt. Ltd, Kalsec Inc., Zandu (Emami Ltd.), Synthite Industries Ltd., Vicco Laboratories and The Biolandes Group.

### Key Developments:

In August 2025, International Flavors & Fragrances Inc. (IFF) has officially announced the planned sale of its soy crush, soy concentrates, and lecithin business to Bunge Global S.A., a Geneva-based global agribusiness and food company. The move was disclosed as part of IFF's second quarter financial results and reflects a broader initiative by the company to streamline operations and optimize its business portfolio.

In March 2025, Patanjali Ayurved ventures into insurance with acquisition of Magma General Insurance. The deal is subject to regulatory approvals and has been structured under a Share Purchase Agreement (SPA). Besides Sanoti Properties LLP, Celica Developers and Jaguar Advisory Services are also participating in the sale.

In July 2023, Doehler Group has acquired SVZ, a producer and supplier of liquid fruit and vegetable ingredients for the food and beverage industry. The company is known for its sustainably sourced vegetables and red berries. SVZ's portfolio features applications such as purees, juices and beverages, ice cream, dairy and alternatives, jams and fruit preparations, bakery and desserts, confectionery, soups and savory, baby food, and pet food.

### Types Covered:

Ashwagandha

Brahmi

Neem

Turmeric

Licorice Root

Ajwain

Cardamom

Cumin

Basil

Tulsi (Holy Basil)

Amla

Shatavari

Giloy

Other Types

#### Forms Covered:

Liquid Extracts or Tinctures

Powders

Essential Oils

Capsules / Tablets

Standardized Herbal Extracts

Other Forms

Distribution Channels Covered:

Ayurvedic Clinics

Pharmacies

Online Retail / E-commerce Platforms

Specialty Health Stores

Supermarkets & Hypermarkets

Applications Covered:

Pharmaceutical

Nutraceutical

Personal Care & Cosmetics

Food & Beverages

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

#### Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

#### South America

Argentina

Brazil

Chile

Rest of South America

#### Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

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#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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