

Ayurvedic - Market Outlook (2016-2022)

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Abstracts

According to Statistics MRC, the Indian Ayurveda Market accounted for \$XX million in 2015 and is expected to reach \$XX million by 2022 growing at a CAGR of XX% from 2015 to 2022. Usually, people in India are more inclined towards natural products. Indian market for ayurvedic products is anticipated to grow at a quick rate over the coming years. Organic skincare products are achieving fast grip in India and the market is anticipated to expand even further. In addition to expanding consumer base, anti-ageing and anti-wrinkle creams are anticipated to fuel the market growth. At present, very few brands provide colour cosmetics with natural or herbal ingredients.

The large manufacturing units comprise the well established manufacturers who operate in both domestic and international markets. Small manufacturing units manufacture a few medicines and operate in a small area. The unstructured sector includes practicing ayurvedic experts and small scale-units manufacturing only a few products and running at local level. Nevertheless, at times such units are relatively strong in their area of business. There are some micro manufacturing units who cater to export markets only. Dabur, Baidyanath, and Zandu, together have about 80% of India's domestic market.

Some of the key players in the market are Vicco Laboratories, The Himalaya Drug Company, Shree Baidyanath Ayurved Bhawan Pvt. Ltd., Patanjali Ayurved Limited, Kerala Ayurveda, Ltd., Hamdard Laboratories, Forest Essentials, Emami Ltd., Dabur India Ltd., Charak Pharma Pvt. Ltd. and Amrutanjan Healthcare Limited.

Products Covered:

Healthcare Products

Ayurvedic Nutraceuticals

Dietary Supplements

Ayurvedic Medicines

Personal Care Products

Skin Care

Oral Care

Hair Care & Fragrances

Make-Up

Distribution Channels Covered:

Beauty Salons

Department Stores

Direct Selling

Internet Retailing

Pharmacy & Drug Stores

Specialty Stores

Supermarkets

Other Distribution Channels

Mode of sale Covered:

Online sale

Retail sale

Applications Covered:

Autoimmune diseases

Nervous system disorders

Cardiovascular

Mental Health

Skin diseases

Respiratory disorders

Mental health

Cancer

Diabetes

Other Applications

What our report offers:

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments and sub segments

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

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