

# **Botanicals & Acupuncture Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Intervention (Botanicals (Ayurveda, Naturopathy, Homeopathy), Acupuncture), By Distribution Method (Direct Sales, E-Sales, Distance Correspondence), By Region, and By Competition**

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## **Abstracts**

Global Botanicals & Acupuncture Market has valued at USD 39.10 billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 8.04% through 2028. The global Botanicals & Acupuncture Market encompasses a wide range of products and services related to traditional and complementary medicine. This market includes herbal and botanical products, acupuncture services, and other alternative therapies.

### **Key Market Drivers**

#### **Rising Health Consciousness and Wellness Trends**

In today's fast-paced world, where stress and the demands of modern life take a toll on our health, there is a growing awareness of the importance of maintaining physical and mental well-being. As a result, rising health consciousness and wellness trends are driving a significant surge in interest and demand for alternative and complementary healthcare approaches. This shift in consumer preferences is having a profound impact on the Global Botanicals & Acupuncture Market, fostering growth and innovation in this traditional sector.

Traditional medicine often focuses on preventive healthcare, aiming to maintain balance and harmony within the body. This aligns perfectly with the wellness trend, where people are increasingly looking for proactive ways to stay healthy rather than waiting for illness to strike. Botanicals and acupuncture offer non-invasive, holistic approaches that emphasize prevention and overall well-being.

Wellness trends emphasize holistic well-being, addressing the physical, mental, emotional, and even spiritual aspects of health. Botanicals and acupuncture both embrace this philosophy by addressing not just symptoms but the root causes of health issues. They are seen as complementary practices that can enhance physical and mental equilibrium.

Wellness-conscious individuals often seek natural, sustainable, and eco-friendly alternatives in all aspects of life, including healthcare. Botanicals, derived from plants, and acupuncture, a non-pharmaceutical therapy, are perceived as environmentally friendly and sustainable options compared to synthetic drugs or invasive medical procedures.

The modern lifestyle is rife with stressors, and chronic stress can have a detrimental impact on health. Both botanicals and acupuncture have been recognized for their potential to reduce stress and promote relaxation. As more people seek ways to manage stress naturally, these therapies are gaining traction.

Wellness trends encourage personalized health plans that cater to individual needs. Botanicals and acupuncture can be customized to address specific health concerns and body types, making them attractive options for those looking for tailored healthcare solutions.

As wellness-conscious consumers seek evidence-based practices, botanicals and acupuncture are benefiting from a growing body of scientific research that supports their effectiveness. Clinical studies and research publications have provided empirical data that enhances consumer confidence in these therapies.

The availability of information on the internet and through wellness apps has made it easier for individuals to learn about botanicals and acupuncture. This increased awareness has expanded the market by educating consumers about the benefits of these therapies.

## Consumer Demand for Drug-Free Alternatives

In an era of increasing health awareness and concern about the potential side effects of pharmaceutical drugs, there is a growing consumer demand for drug-free alternatives to address various health issues. This shift in consumer preferences is playing a pivotal role in driving the growth of the Global Botanicals & Acupuncture Market, as more individuals seek safe, natural, and holistic approaches to healthcare.

One of the primary drivers of consumer demand for drug-free alternatives is the concern over potential side effects associated with pharmaceutical drugs. Many individuals are wary of the risks and complications that can accompany prescription medications. Botanicals and acupuncture, being natural and non-invasive therapies, are perceived as safer options with minimal adverse effects.

Drug-free alternatives, such as acupuncture and botanicals, align with the holistic approach to health and wellness that is gaining prominence. These therapies address not only the symptoms of a health issue but also its underlying causes, considering the individual's physical, mental, and emotional well-being. This comprehensive approach resonates with consumers seeking more than just symptom management.

Concerns about the potential for dependency and addiction to pharmaceutical drugs, particularly painkillers and psychotropic medications, are prompting consumers to explore non-addictive alternatives. Botanicals and acupuncture offer non-habit-forming solutions for managing pain, anxiety, and other conditions.

The desire to proactively maintain health and prevent illness is a driving force behind the demand for drug-free alternatives. Consumers are increasingly adopting preventive healthcare practices, and botanicals and acupuncture are often used as preventive measures to support overall well-being and immune function.

Drug-free therapies, such as acupuncture and herbal remedies, can be tailored to individual needs. Practitioners can create personalized treatment plans that take into account a person's unique health history, preferences, and goals. This customization is attractive to consumers seeking healthcare that is tailored to their specific needs.

The growing body of scientific research supporting the effectiveness of botanicals and acupuncture is bolstering consumer confidence in these therapies. Clinical studies and evidence-based information are readily available, enabling consumers to make informed decisions about their healthcare choices.

The global concern over antibiotic resistance has led consumers to explore alternative treatments for common infections. Herbal remedies are often considered for their antimicrobial properties, providing an alternative to antibiotics in some cases.

## Holistic Approach to Healthcare

In a world where healthcare is rapidly evolving, there is a growing recognition of the importance of holistic well-being. As people seek more comprehensive approaches to health, the Global Botanicals & Acupuncture Market is experiencing significant growth. The market's alignment with holistic healthcare philosophies makes it a natural choice for individuals looking for treatments that address not only their physical symptoms but also their mental, emotional, and spiritual needs.

Unlike conventional medicine, which often focuses on symptom management, holistic healthcare aims to identify and address the root causes of health issues. Acupuncture and botanicals are well-suited to this approach, as they are often used to correct imbalances in the body's systems rather than merely masking symptoms.

The holistic approach recognizes the intricate connection between mental and physical health. Stress, anxiety, and other emotional factors can significantly impact physical well-being. Acupuncture, in particular, is known for its ability to promote relaxation and reduce stress, making it a valuable tool in addressing the mind-body connection.

Holistic healthcare promotes individualized treatment plans that cater to a person's unique needs and circumstances. Acupuncturists and herbalists can create personalized protocols, tailoring their treatments to address specific health concerns and overall well-being.

Holistic healthcare places a strong emphasis on preventive care and maintaining overall wellness. Many individuals seek out acupuncture and botanicals as part of their wellness routines to prevent illness and promote optimal health.

Holistic healthcare often includes a range of complementary therapies that work together to support a person's health. Acupuncture and botanicals are commonly used alongside practices like yoga, meditation, and dietary changes to create a holistic healing environment.

Holistic healthcare values the patient as an active participant in their healing journey. Patients are encouraged to take an active role in managing their health, making

informed decisions, and choosing treatments that align with their beliefs and values.

As awareness of holistic healthcare principles grows, more individuals are seeking information and education on these practices. The availability of information on the internet and through wellness apps has made it easier for people to learn about and access botanicals and acupuncture.

### E-commerce and Digitalization

In an age of rapid technological advancements and digital transformation, the Global Botanicals & Acupuncture Market is experiencing a significant boost in growth thanks to e-commerce and digitalization. These digital tools have expanded the reach and accessibility of botanical products and acupuncture services, making them more convenient and appealing to a global audience.

E-commerce platforms have eliminated geographical barriers, allowing consumers from around the world to access botanical products and acupuncture services with ease. This global reach has expanded the market's customer base exponentially.

Digitalization has made it possible for consumers to shop for botanicals and acupuncture services at any time, 24/7. Online stores and telehealth platforms ensure that customers can make purchases and appointments at their convenience, irrespective of time zones or physical locations.

The internet serves as a vast repository of information and educational resources. Consumers can now research the benefits, uses, and safety of botanical products and acupuncture treatments online. This increased knowledge empowers consumers to make informed decisions about their healthcare.

Online reviews and ratings provide valuable insights into the effectiveness and quality of botanical products and acupuncture services. Prospective customers can read about the experiences of others, which can influence their purchasing decisions.

Digital platforms often employ algorithms that provide personalized recommendations based on a user's preferences and previous interactions. This personalization can help consumers discover new botanical products or acupuncture services that align with their needs.

Digitalization has facilitated telehealth services, allowing individuals to consult with

acupuncture practitioners remotely. This has proven especially valuable during the COVID-19 pandemic, as it minimizes physical contact while ensuring access to alternative healthcare services.

E-commerce marketplaces dedicated to natural and complementary healthcare products have emerged, providing a one-stop-shop for consumers seeking botanicals, supplements, and related items. These platforms offer a diverse range of products, promoting market growth and competition.

Digital payment systems have evolved to provide secure and convenient transactions for consumers. Data privacy and encryption measures ensure the protection of sensitive healthcare information, fostering trust in online purchases and consultations.

## Key Market Challenges

### Scientific Validation and Credibility

While there is growing empirical evidence supporting the efficacy of botanicals and acupuncture, some products and treatments still lack rigorous scientific validation. Skepticism among healthcare professionals and consumers about the effectiveness of these therapies can hinder their acceptance and use in mainstream healthcare.

### Competition with Pharmaceuticals

The pharmaceutical industry is a formidable competitor. Pharmaceutical drugs are rigorously tested, regulated, and prescribed by healthcare providers, which gives them an established position in the healthcare ecosystem. Botanicals and acupuncture face competition from these well-established alternatives, making it challenging to gain market share.

### Education and Awareness

Many consumers are unfamiliar with the benefits and proper use of botanical products and acupuncture. Educating the public and healthcare professionals about these therapies is essential to foster acceptance and trust. Raising awareness and dispelling misconceptions can be a time-consuming and resource-intensive endeavor.

## Key Market Trends



## Research and Evidence-Based Practices

There is a growing emphasis on scientific validation and evidence-based practices in the field of botanicals and acupuncture. As more research studies and clinical trials are conducted, evidence supporting the efficacy of these therapies is mounting. This trend is likely to boost consumer confidence and encourage greater acceptance within the medical community.

## Ethical and Sustainable Sourcing

Ethical and sustainable sourcing of botanical ingredients is becoming increasingly important to consumers. They are seeking products that are not only effective but also environmentally friendly and sourced responsibly. Companies in the Botanicals & Acupuncture Market are responding by adopting sustainable practices and transparent supply chains.

## Integration with Conventional Medicine

Integrative medicine, which combines conventional medical practices with complementary therapies like acupuncture and botanicals, is gaining recognition. This trend is likely to continue as more healthcare professionals acknowledge the potential benefits of combining these approaches for enhanced patient care and outcomes.

## Segmental Insights

### Intervention Insights

Based on the category of Intervention, Botanicals dominated the market and constituted the largest portion of global revenue in 2022. Botanical complementary therapy represents one of the oldest forms of alternative medicine. Moreover, herbs and medicinal plants have gained substantial popularity due to their adaptability to various processing and transport methods. The increasing preference for herbal remedies among the elderly and the use of botanical medicine for women's health are also contributing to the growth of this segment.

In recent times, there has been a consistent rise in the number of acupuncture clinics. This can be attributed to the proliferation of accredited educational institutions offering Ph.D. and master's degree programs in traditional Chinese medicine. This, in turn, has spurred research communities to explore innovative acupuncture mechanisms and

applications, including acupuncture for mental health and women's health. These factors are expected to drive significant growth in the acupuncture segment at an attractive CAGR.

Furthermore, the introduction of additional acupuncture-based spa services is further fueling the growth of this segment. Acupuncture is being marketed for various spa offerings such as weight loss, relaxation, beauty treatments, energy enhancement, and stress relief. Additionally, the growing number of practitioners leveraging marketing intelligence and advanced tools in this field is having a positive impact on segment growth.

### Distribution Method Insights

In 2022, the direct sales segment emerged as the leader in terms of revenue generation. Patients who lean towards specific complementary therapies, particularly acupuncture and naturopathy, largely prefer direct sales or medical consultations. To enhance direct sales and secure a larger share of revenue, Ayurveda and naturopathy practitioners have employed various marketing strategies to facilitate direct interaction between practitioners and patients.

Notably, individual Ayurveda and acupuncture practitioners, as well as organizations, are exploring the direct distribution sales channel as a means to expand their businesses. These entities place a strong emphasis on enhancing the doctor-patient relationship and adopting therapeutic approaches that enhance profitability. Moreover, the growth of this segment is being propelled by the increasing number of new entrants in the market, the availability of scientific evidence, and the growing demand for Ayurveda.

The distance correspondence segment is anticipated to experience the most rapid growth in the forecast period. This growth is primarily attributed to the increasing utilization of distance correspondence education programs for training professionals operating within this market space. Furthermore, practitioners have introduced long-distance energy treatments and virtual acupuncture therapies, which are further contributing to the expansion of this segment.

### Regional Insights

In 2022, Europe asserted its dominance in the market, contributing significantly to the global revenue share. This can be attributed to the successful commercial adoption of



traditional Chinese and botanical medicines within the region. Furthermore, homeopathy enjoys broader acceptance as an alternative medicine in Europe. In Germany, for instance, the number of registered homeopathy practitioners has surged by more than 100% in the past decade, further accelerating revenue generation in the European market.

The roots of ancient medicine, including Ayurveda and homeopathy, can be traced back to countries in the Asia Pacific region. The growing global popularity of traditional Chinese medicine and Ayurveda has transformed Asia Pacific into a lucrative arena for local, regional, and international entities operating in this market.

Numerous research studies have indicated that approximately 80% of the population in China prefers traditional medicine supplements and acupuncture-based therapies for managing chronic ailments. Additionally, the demand for Chinese herbs and acupuncture has been amplified by the COVID-19 pandemic, creating promising opportunities for revenue generation in this region.

### Key Market Players

Modern Acupuncture

Chiropuncture, Inc.

ARC Acupuncture & Physical Therapy

NatureKue, Inc.

Columbia Nutritional, LLC

Herb Pharm

HILLS HERBAL CARE

Pure Encapsulations Inc

Ayush Ayurveda

SHENG CHANG PHARMACEUTICAL CO., LTD.

## Report Scope:

In this report, the Global Botanicals & Acupuncture Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Botanicals & Acupuncture Market, By Intervention:

Botanicals

Ayurveda

Naturopathy

Homeopathy

Acupuncture

### Botanicals & Acupuncture Market, By Distribution Method:

Direct Sales

E-Sales

Distance Correspondence

### Botanicals & Acupuncture Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the Global Botanicals & Acupuncture Market.

## Available Customizations:

Global Botanicals & Acupuncture market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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