

India Ayurvedic Products Market, By Category (Personal Care & Beauty and Healthcare), By Distribution Channel (Traditional Stores, Supermarkets/Hypermarkets, Online, and Others), By Region, By Company, Competition, Forecast & Opportunities, 2024

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Abstracts

Growth of ayurvedic products market in India can be attributed to rising awareness about healthy lifestyle & wellness and the awareness about various side effects of chemical medications. Moreover, the strong marketing of different brands by major companies, in addition to huge endorsements by emerging spiritual leaders, are some major drivers for ayurvedic products in India.

The ayurvedic products market is categorized into Personal Care & Beauty products and Healthcare products, among which Personal Care & Beauty products have witnessed a fast growth and the category is expected to grow at a higher rate than Healthcare products throughout the forecast period as well. The Personal Care & Beauty products category holds the major part of market share because of their huge popularity and consumer's awareness for natural & chemical free products. Additionally, due to the strong marketing, and endorsement by spiritual leaders of the Personal Care & Beauty products, like endorsement of Patanjali products by Baba Ramdev, has helped this category in witnessing significant growth throughout the historical period and is anticipated to grow at a higher pace, and maintain its dominance during the forecast period as well.

South India dominated the country's ayurvedic products market in 2018, and the region is expected to maintain its dominance during the forecast period.

Some of the major players operating the India ayurvedic products market are Patanjali Ayurveda Ltd, Dabur Limited, and Emami Ltd., The Himalaya Drug Company, Shree Baidyanath Ayurveda Bhawan Ltd, and others.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast the market size of India ayurvedic products market

To classify and forecast India ayurvedic products market based on category, by distribution channel, regional distribution, and company.

To identify drivers and challenges for India ayurvedic products market

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India ayurvedic products market

To conduct pricing analysis for India ayurvedic products market

To identify and analyze the profile of leading players involved in the India ayurvedic products market

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the

manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and presence of all major manufacturers across the globe.

TechSci Research calculated the market size of India ayurvedic products market using a bottom-up approach, wherein data for various applications across various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Ayurvedic products manufacturers, suppliers, and distributors

Ayurvedic products end users

Organizations, forums and alliances related to ayurvedic products market

Research organizations and consulting companies

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers and partners, end users, etc. besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, India ayurvedic products market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Category

Personal Care & Beauty

Healthcare

Market, By Distribution Channel

Traditional Stores

Supermarkets/Hypermarkets

Online

Others

Market, By Region:

North India

West India

East India

South India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India ayurvedic products market.

Available Customizations

With the given market data, TechSci 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).

Profit Margin Analysis

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- 9.Kerala Ayurveda Ltd.
- 10.Amrutanjan Healthcare Limited

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