

# **India Herbal Products Market, By Category (Personal Care & Cosmetics and Healthcare), By Distribution Channel (Traditional & Departmental Stores, Supermarkets/Hypermarkets, Multi-branded Cosmetic Stores, Exclusive Stores, Medical Stores, Online, and Others (Wholesales, Direct Sales, Dealers & Distributors), By Region, By Company, Forecast & Opportunities, 2019-2029F**

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## **Abstracts**

India Herbal Products market is expected to be driven in the forecast period 2025-2029, owing to growing knowledge about the harmful effects of chemical formulations present in various beauty care products on the skin.

### India Herbal Products Market Scope

Herbal products contain natural components derived from plant's parts such as roots and its leaves that influence skin functions and give nutrients for healthy skin and hair. These products are free from any synthetic ingredients that are harmful to health. Across India, consumers prefer herbal products for skin care, hair care, and other body care products. Therefore, the market of India has a huge potential for green-label cosmetic products that promote healthy skin and hair care products to enhance the natural beauty.

### India Herbal Products Market Overview

The increase in sales of herbal products is significantly influenced by the surging trend

of herbal products for hair care, cosmetics, health, and anti-aging. Also, factors such as changing dietary patterns and increasing prevalence of chronic diseases, such as diabetes, obesity, and hypertension, are projected to stimulate the growth of the market in India.

Over the past few years, the herbal products market has observed a significant growth owing to factors such as rising health concerns and growing awareness regarding the side effects of non-herbal medicines. These factors are shifting consumer preferences towards ayurvedic products.

Moreover, the attention of customers is vastly dependent on the distribution network of herbal products, which has also improved significantly. As a result, the market is certainly witnessing an increase in the accessibility of these herbal products in the urban cities through exclusive stores, supermarkets/hypermarkets, and medical stores, boosting the market growth during the forecast period.

Moreover, the government of India is also promoting the usage of Ayurvedic products through awareness programs and subsidies, further aiding the market growth. In addition to this, the market is also driven by the growing export opportunities for Indian providers in the herbal industry. For instance, according to the data from the Ministry, the sales generated by exports of Ayush and herbal products were at USD539.57 million in 2020-21, which indicated a 27% increase in comparison to 2019-2020. These elements will accelerate the growth of the India herbal products market throughout the course of the forecast years.

### India Herbal Products Market Drivers

The market for herbal goods in India is anticipated to develop because of rising consumer awareness of the negative effects of synthetic cosmetics and rising demand for green-label personal care and beauty products. Furthermore, rising awareness of the importance of a healthy lifestyle, a preference for natural products, and supportive government initiatives have all contributed to the expansion of the herbal product industry in India. For instance, in 2021, according to the union Health Minister, the ayurveda industry grew by 90 percent after the COVID-19 pandemic, which significantly expanded the market for herbal products.

Furthermore, the market players are implementing advancements in product creation and herbal products which support lowering the risk of disease with no side effects, and in boosting immunity. For instance, Kunnath Pharmaceuticals, a manufacturer of herbal

products, introduced Viromune antiviral immunity booster capsules in 2020. Ayurvedic medicine called Viromune has 17 potent herbs with a variety of medicinal characteristics, including those that are antiviral and naturally immune-boosting, as well as a balanced blend of essential minerals and vitamins. As a result of rising prevalence of chronic diseases, as well as increased awareness of the benefits of herbal medicines over allopathic medicines, there has been a surge in demand for herbal medicinal products, which has led to a significant rise in demand for herbal products in India.

### India Herbal Products Market Trends

The requirement for chemical-free products and rising popularity of environment friendly products are driving the growth of the herbal products market in India. As a result, increased demand for chemical-free hair care and skin care products, along with growing awareness of cruelty-free cosmetics, have influenced the market demand around the nation.

The growing importance of social media and beauty blogs, that promote the advantages of herbal beauty products, are likely to influence the sales of herbal products in India. Thus, herbal cosmetics are appropriate for all skin types. They have a positive impact on sales of natural cosmetics like foundation, eye shadow, and lipstick.

As individuals are gaining awareness in regards of potential dangers of using chemical formulation-based beauty products, the market has witnessed a significant shift towards 'safer' herbal products. Therefore, domestic companies like Himalaya, Dabur, Lotus, and Patanjali launched their own herbal cosmetic products to capitalize a significant share within this industry. Numerous Indian and international brands have introduced numerous products across categories. For example, Dabur India Ltd. introduced its Vatika portfolio in March 2021 with the introduction of the 'Dabur VatikaSelect' premium range of herbal shampoos. There are four shampoos in the Dabur VatikaSelect premium shampoo line which includes one with coconut milk extract, Moroccan argan oil, red onion and black seed oil, and apple cider vinegar. Thus, in response to rising demand, premium and luxury brands like Kama Ayurveda, Forest Essentials, etc. have also introduced products in the herbal market, which has grown significantly over the forecast period.

### India Herbal Products Market Challenges

Herbal Products market in India has been observing a lack of standardization in terms of quality and safety. This can lead to consumer distrust and reluctance to try new

herbal products. Despite the popularity of ayurveda and other traditional systems of medicine in India, there is still a lack of awareness about the benefits and efficacy of herbal products. This limits the potential market for such products.

Moreover, the challenging factor for this market is its pricing, as the consumers in India are generally price-sensitive, and herbal products are often perceived as being more expensive than pharmaceuticals. This can make it difficult for herbal products to compete in the market. These are the certain factors which are anticipated to hinder the growth of the India herbal products market during the projected period.

### India Herbal Products Market Opportunities

The growing focus on advertising initiatives by companies to attract consumers towards herbal products is anticipated to drive the India market. For instance, in 2023, a campaign was launched by “Jovees Herbal” (which is a herbal skin and hair care brand). The campaign emphasizes the wide range of herbal and natural face washes for all skin types and concerns about skin care. Over the course of the forecast period, this is anticipated to increase opportunities in the market for herbal products.

Similarly, in 2020, Dabur India Ltd launched a campaign in Kerala for its Dabur Herbal family toothpaste to strengthen the brand's regional connection by tapping into the strong 'rooted 'ness in tradition, particularly for the maintenance of health and well-being. The new campaign aims to make a splash in the toothpaste category, giving a new driving force to the herbal segment and placing it on track to become a market force.

### Market Segmentation

India Herbal Products market is segmented based on category, distribution channel, region, and competition landscape. Based on category the market is further fragmented into personal care & cosmetics and healthcare. Based on distribution channel the market is segmented into traditional & departmental stores, supermarkets/hypermarkets, multi-branded cosmetic stores, exclusive stores, medical stores, online, and others (wholesales, direct sales, distributors & dealers). The market analysis also studies the regional segmentation among South, North, West and East.

### Company Profiles

Patanjali Ayurveda Limited, Dabur India Limited, The Himalaya Drug Company, Amway

India Enterprises Pvt. Ltd., Lotus Herbals Pvt. Ltd., Forest Essentials Emarketing Private Limited, VLCC Personal Care Limited, Ayur Herbals Pvt. Ltd., Organic India Pvt. Ltd., Herbalife Nutrition Ltd, are among the major market players in the that lead the market growth of the India herbal products market.

#### Report Scope:

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

#### India Herbal Products Market, By Category:

Personal Care & Cosmetics

Healthcare

#### India Herbal Products Market, By Distribution Channel:

Traditional & Departmental Stores

Supermarkets/Hypermarkets

Multi-Branded Cosmetic Stores

Exclusive Stores

Medical Stores

Online

Others (Wholesales, Direct Sales, Distributors & Dealers)

#### India Herbal Products Market, By Region:

South

North

West

## East

### Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the India herbal 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).

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