

# **India Herbal Supplements Market, By Product (Moringa, Ashwagandha, Echinacea, Flaxseeds, Turmeric, Ginger, Ginseng, and Others), By Form (Tablets, Capsules, Soft Gels, Liquid, Powder & Granules), By Application (Immunity, General Health, Energy & Weight Management, Bone & Joint Health, and Others), By Distribution Channel (Pharmacies and Drug Stores, Online, Supermarkets and Hypermarkets, and Others), By End User (Adult, Geriatric, Pregnant Females, Children, Infants), By Region, Competition, Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

India Herbal Supplements market is anticipated to grow significantly rate in the projected period of 2028 due to various factors such as increasing health awareness, rising disposable income, changing lifestyles, and growing prevalence of lifestyle diseases.

Herbal Supplements are products derived from plants that are used to treat or prevent various health conditions. They can have different effects on the body, depending on the type, dosage, and quality of the supplement. Some Herbal Supplements may have beneficial effects, such as reducing inflammation, improving digestion, or boosting immunity. According to the national family health survey, it is estimated that more than 30 - 40% of the Indian population suffering from anemia due to the micronutrient deficiencies. This in turn is expected to increase the demand for herbal supplements that address anemia, thereby supporting the growth of India herbal supplements

market.

The rising consumer desire for preventative healthcare and customized nutrition is the factor that is driving the growth of the herbal supplement market in India. As consumers become more aware of the negative effects of chemicals and the advantages of natural components, they are moving away from medicines and towards nutraceuticals and herbal supplements, thereby fueling the growth of India herbal supplements market. Additionally, people with hectic schedules are choosing herbal supplements to meet their nutritional demands and avoid nutritional deficiencies. However, the market needs to deal with issues like strict rules governing product labelling and safety claims, a lack of product standardization and quality control, and intense local and international rivalry.

### Increasing Health Consciousness is a Factor that Drives the India Herbal Supplements Market Growth

One of the main factors influencing the herbal supplement market in India is the rise in health consciousness. More and more individuals are turning to natural and herbal products to support their health as they become more aware of the advantages of keeping in good health and preventing medical conditions. People are increasingly choosing natural and organic items over synthetic ones as they become more health conscious. Since, they are safer and more natural than synthetic supplements, Herbal Supplements are becoming more demanded and popular as an among to peoples in India. More people are emphasizing preventive healthcare due to the rising cost of healthcare. Herbal Supplements are seen to support good health and prevent diseases, which is in line with the preventive healthcare approach. As per statistical reports, the demand for nutritional supplements has increased by over 30% in the post-COVID-19 period. whereas Amway India reported 13% growth in nutrition segment that contribute to over 60% of company's total revenues in year 2020.

In addition, Ayurveda, the traditional system of medicine in India, has been gaining popularity in after COVID-19 pandemic. As people become more aware of the benefits of traditional medicine, they are turning towards Herbal Supplements that are based on Ayurvedic principles. As a result, many companies shifted or introduced new products to target the customer and created a favorable market where people are about herbal products and it effect on health. There is now a wide range of products Herbal Supplement product available to consumers. This has made it easier for people to access and try out different herbal supplements. Hence, growing health consciousness are propelling the Indian Herbal Supplements market by creating a demand for natural and preventive healthcare products that can support good health and well-being.

## Increasing Acceptance of Traditional Medicine is Factor Driving the Herbal Supplements Market Growth

The increasing acceptance of traditional medicine is another key driver of the Herbal Supplements market in India. Traditional medicine, also known as complementary and alternative medicine, refers to the use of natural products and practices that are based on the knowledge and beliefs of different cultures and regions. Traditional medicine has been gaining popularity in recent years due to various reasons, such as the rising awareness of its benefits, the growing demand for natural and organic products, and the dissatisfaction with conventional medicine. Ayurveda is gaining popularity not just in India, but also around the world. As more people become aware of the benefits of Ayurveda, there is a growing demand for Herbal Supplements that are based on Ayurvedic principles.

The Indian government has been promoting the use of traditional medicine, including Ayurveda, through various initiatives. This has helped to create a favorable environment for the growth of the Herbal Supplements market in India.

Traditional medicine emphasizes the use of natural ingredients to support health and wellness. Traditional medicine offers a variety of health benefits, such as improving immunity, digestion, metabolism, and mental health. As people become more health-conscious and seek out natural remedies, they are turning towards Herbal Supplements based on traditional medicine. Herbal Supplements are also considered to be safer and more affordable than synthetic drugs, which may have adverse side effects or interactions. Therefore, the increasing acceptance of traditional medicine is a key factor driving the Herbal Supplements market growth.

## Focus on Preventive Medication is Factor Driving the Herbal Supplements Market Growth

The focus on preventive healthcare is one of the key drivers of the Herbal Supplements market in India. With rising healthcare costs and a growing awareness of the benefits of a healthy lifestyle, more people in India are focusing on preventive healthcare. This has created a growing demand for Herbal Supplements that can support good health and prevent diseases.

Herbal Supplements are seen as a natural and safe way to support good health and prevent diseases, and this has contributed to their popularity in India. The use of Herbal

Supplements as a part of preventive healthcare has become a common practice in many households in India.

Moreover, the Indian government has been promoting the use of traditional medicine, including Ayurveda, as a part of preventive healthcare. The Ministry of AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy) has launched several initiatives to promote the use of traditional medicine for preventive healthcare. This has created a favorable environment for the growth of the Herbal Supplements market in India.

Therefore, the focus on preventive healthcare is driving the Herbal Supplements market in India by creating a demand for natural and safe remedies that can support good health and prevent diseases. With the growing interest in traditional medicine and the support of the government, the market for Herbal Supplements in India is likely to continue to grow in the coming years.

### Rising Technological Advancement in India Pushing the Herbal Supplements Market Growth

The technological advancements that have impacted the Herbal Supplements market such as:-

**Increasing demand for organic and natural products:** Consumers in India are increasingly looking for natural and organic products that are free from chemicals and pesticides. This has led to a growing demand for Herbal Supplements that are made from organic and natural ingredients.

**Rise of e-commerce:** The Herbal Supplements market in India has seen a significant rise in e-commerce sales in recent years. This has made it easier for consumers to access a wider range of products and has helped to drive the growth of the industry.

**Increasing focus on research and development:** With the growing demand for herbal supplements, there is a greater focus on research and development to develop new and innovative products. This has led to the introduction of new products that are based on the latest scientific research.

### Market Segmentation

India Herbal Supplements Market is segmented based on product, form, application, distribution channels, end user, and region. Based on the product, the India Herbal Supplements market is divided into moringa, ashwagandha, echinacea, flaxseeds, turmeric, ginger, ginseng, and others. Based on the form, the India Herbal Supplements market is divided into tablets, capsules, soft gels, liquid, powder & granules. Based on the application, the India Herbal Supplements market is divided into immunity, general health, energy & weight management, bone & joint health, and others. Based on the distribution channels, the India Herbal Supplements market is divided into pharmacies and drug stores, online, supermarkets and hypermarkets, and others. Based on the end user, the India Herbal Supplements market is divided into adult, geriatric, pregnant females, children, infants.

### Company Profiles

Himalaya Wellness Company, Dabur India Limited, Patanjali Ayurved Ltd., Zandu Realty Limited, Baidyanath Group, Organic India Pvt. Ltd., Amway India Enterprises Pvt. Ltd., Charak Pharma Pvt. Ltd., Ayurleaf Herbals, and Herbalife India Private Limited are some of the key players of India Herbal Supplements market.

### Report Scope:

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

#### India Herbal Supplements Market, By Product:

Moringa

Echinacea

Flaxseeds

Turmeric

Ginger

Ginseng

Others

India Herbal Supplements Market, By Form:

Tablets

Capsules

Soft Gels

Liquid

Powder & Granules

India Herbal Supplements Market, By Application:

Immunity

General Health

Energy & Weight Management

Bone & Joint Health

Others

India Herbal Supplements Market, By Distribution Channel:

Pharmacies and Drug Stores

Online

Supermarkets and Hypermarkets

Others

India Herbal Supplements Market, By Distribution Channel:

Adult

Geriatric

Pregnant Females

Children

Infants

India Herbal Supplements Market, By Region:

East

West

North

South

Competitive landscape

Company Profiles: Detailed analysis of the major companies in India Herbal Supplements 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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