

# **India Herbs Products Market, By Category (Personal Care & Cosmetics and Healthcare), By Distribution Channel (Traditional & Departmental Stores, Supermarkets/Hypermarkets, Online, and Others), By Region, Competition, Forecast & Opportunities, 2024**

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## **Abstracts**

India herbal products market is projected to grow at a CAGR of 18% during 2019 - 2024. The herbal products market in India is growing due to the rising awareness about the side effects of chemical formulations and health benefits of herbal supplements over artificial ones. Moreover, in India, the consumer preference is shifting towards safe, natural and luxurious products due to increasing disposable income and rising popularity of plant-based ingredients.

The herbal products market is categorized into Personal Care & Cosmetics products and Healthcare products, among which Personal Care & Cosmetics products segment is expected to grow at a higher pace than Healthcare products throughout the forecast period. The Personal Care & Cosmetics products category holds the majority share on account of their huge popularity. Additionally, due to the popularity of plant-based ingredients used in herbal Personal Care & Cosmetics products, like Patanjali's and Himalaya's soap-free face wash, rosewater toner by Dabur and Lotus, luxury personal care & cosmetic products by Forest Essentials, etc., this category has been witnessing significant growth throughout the historical period and is anticipated to maintain its dominance during the forecast period as well.

South India dominated the country's herbal products market in 2018, and the region is expected to maintain its dominance during the forecast period. Some of the major players operating in India herbal products market are Patanjali Ayurveda Ltd, Dabur Limited, The Himalaya Drug Company, Amway, Lotus Herbals Private Limited, 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 herbal products market

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

To identify drivers and challenges for India herbal products market

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

To conduct pricing analysis for India herbal products market

To identify and analyze the profile of leading players involved in India herbal 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 herbal 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:

Herbal products manufacturers, suppliers, and distributors

Organizations, forums and alliances related to herbal products market

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

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 herbal 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 & Cosmetics

Healthcare

Market, By Distribution Channel

Traditional & Departmental Stores

Supermarkets/Hypermarkets

Online

Others

Market, By Region:

North

West

East

South

Competitive Landscape

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

Profit Margin Analysis

Profit margin analysis in case of direct and indirect sales channel.

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- 6.Forest Essentials
- 7.VLCC
- 8.Ayur Herbals
- 9.Khadi Natural
- 10.Herbalife Nutrition

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