

# **India Neem Extracts Market By Type (Leaf Extract, Fruit & Seed Extract, Bark Extract), By Application (Pharmaceuticals, Nutraceuticals, Personal Care, Agriculture & Farming, Food & Beverages, Others), By Region, Competition, Forecast and Opportunities, 2020-2030F**

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## **Abstracts**

India Neem Extracts Market was valued to be USD 153.60 million in 2024 and is anticipated to project significant growth to reach USD 195.25 million in 2030 with a CAGR of 2.75% during forecast period.

Indian Ayurvedic companies like Dabur, Patanjali, Baidyanath, and Zandu stand out as key players and trailblazers in the neem extracts market. Leveraging their extensive knowledge of Ayurveda and expertise in herbal formulations, these companies have effectively harnessed the diverse benefits of neem extracts across a wide spectrum of products, spanning healthcare and personal care sectors. Neem extracts, celebrated for their antiseptic, antifungal, and anti-inflammatory properties, have become a cornerstone ingredient in various products offered by these companies. From skincare essentials to toothpaste formulations and medicinal remedies, neem extracts are incorporated to provide natural and potent solutions for an array of ailments and skincare needs.

The utility of neem extracts extends beyond traditional applications into the agricultural domain, where they have catalyzed a shift towards organic farming practices. Serving as a natural pesticide and fertilizer, neem extracts offer an eco-friendly alternative to synthetic counterparts, aligning with the growing demand for sustainable agricultural solutions. For instance, According to WOTR data, statistics from the Union Ministry of

Agriculture and Farmers Welfare indicate a concerning annual consumption of approximately 60,000 tonnes of chemical pesticides in India between 2017-18 and 2021-22.

Several factors drive the growth of the neem extracts market in India. Increasing disposable incomes and a burgeoning health consciousness among consumers have fueled the demand for natural and organic products, with neem extracts emerging as a preferred choice due to their inherent health benefits.

Government support and initiatives promoting Ayurveda and natural products have further propelled the expansion of the neem extracts market. Programs like the 'Make in India' initiative, emphasizing domestic production, have bolstered local manufacturing capabilities, and spurred economic growth in the sector. Ongoing research and development efforts continue to unveil new possibilities and applications for neem extracts, particularly in the pharmaceutical and nutraceutical sectors. With each discovery, the demand for neem extracts is poised to surge, driving further growth and innovation in the market. The Indian neem extracts market presents vast potential and lucrative opportunities for businesses. With its rich heritage in Ayurveda, abundant biodiversity, and strong emphasis on sustainability, India is positioned to lead the global neem extracts market, catering to the escalating demand for natural and organic solutions on a global scale.

## Key Market Drivers

### Rising Demand of Neem Extracts in Agrochemical Applications

The neem tree, scientifically known as *Azadirachta indica*, stands as a revered native species of India, cherished for centuries for its myriad beneficial properties in traditional Indian agriculture. Extracts derived from various parts of the neem tree, including its leaves, bark, and seeds, have gained widespread recognition for their remarkable pest repellent, insecticidal, and fungicidal attributes. These positions neem extracts as exceptional natural alternatives to synthetic agrochemicals typically used in farming practices.

Beyond pest control, neem extracts contribute to soil fertility enhancement and preservation of beneficial microorganisms, crucial for maintaining soil health. Unlike synthetic agrochemicals, neem-based formulations boast minimal environmental impact and pose no harm to beneficial organisms, aligning with the shift towards sustainable farming practices. The growing awareness of the harmful effects associated with

synthetic pesticides and fertilizers has accelerated this transition, with neem-based agrochemicals gaining significant traction among Indian farmers. This move towards sustainability not only benefits the environment but also ensures the production of healthier, safer food.

The surging global demand for organically produced crops presents a lucrative opportunity for Indian farmers to access international markets. By employing neem-based agrochemicals, farmers can adhere to stringent quality standards required for organic certification, enabling them to enter premium markets and bolster their export potential. The increasing demand for neem extracts in agrochemical applications has spurred heightened domestic production, thereby contributing to the growth of the rural economy. This production surge has not only created employment opportunities but has also catalyzed the socioeconomic development of rural communities. The escalating demand for neem extracts in agrochemical applications acts as a pivotal driver behind the growth of India's neem extracts market. As sustainable farming practices continue to gain traction, this trend is poised to persist, promising a prosperous future for the neem extracts industry, and further solidifying its position as a cornerstone of India's agricultural landscape.

### Growing Demand for Organic Products

Neem, a revered tree indigenous to India, has long been celebrated for its myriad medicinal properties. Throughout history, its antifungal, antibacterial, and anti-inflammatory attributes have made it a staple in traditional medicine. In recent years, neem extracts have witnessed a surge in popularity, particularly within the organic market, owing to their versatile applications and proven efficacy. In the realm of personal care, neem extracts have garnered significant attention for their gentle yet effective properties. Organic soaps, shampoos, and skincare products infused with neem are becoming increasingly sought after by consumers seeking natural alternatives to chemical-laden products. The rising demand for neem-based personal care items is a testament to consumers' growing preference for holistic, eco-friendly solutions that prioritize both health and sustainability.

Beyond personal care, neem extracts are gaining traction in organic farming practices. As concerns over environmental sustainability and food safety mount, farmers are increasingly turning to neem-based pesticides and fertilizers as viable alternatives to conventional chemical inputs, also covering the larger population demand for food demand. For instance, As per data from IFAD, India holds the position of the second-largest global producer in terms of agricultural output. The agricultural sector engages

42% of the nation's workforce and contributes approximately 17-18% to India's GDP. With a population of 1.35 billion, India is the seventh-largest country by land area and the second-most populous country in the world, with 66% of its population residing in rural areas.

According to IFAD data, India's population is expected to reach approximately 1.45 billion by 2025, driven by an annual growth rate of 1.0%. This will position India as the most populous country in the world.

. Neem extracts not only promote soil fertility but also serve as potent pest deterrents, safeguarding crops without compromising ecosystem integrity. This shift towards neem-based agricultural solutions reflects a broader movement towards sustainable farming practices and environmental stewardship.

Neem's influence extends into the realm of organic food and beverages. Neem tea has emerged as a popular choice among health-conscious consumers seeking natural remedies to support immune health, aid digestion, and promote overall well-being. Its rich antioxidant properties and detoxifying effects have positioned it as a staple in the wellness industry, further fueling the demand for neem-based products. To meet the burgeoning demand for neem extracts, businesses are actively innovating and diversifying their product offerings. From personal care essentials to agricultural inputs, the market for neem-based organic products continues to expand, driven by a growing awareness of its benefits and applications. Entrepreneurs and entrepreneurs are capitalizing on neem's versatility, exploring its potential across diverse industries and applications.

India's neem extracts market is experiencing robust growth fueled by the burgeoning demand for organic products. As consumers increasingly prioritize health, sustainability, and environmental consciousness, neem's multifaceted benefits are poised to propel its market trajectory upwards. The versatility of neem and its proven efficacy make it an asset in the organic industry, paving the way for a healthier, more sustainable future.

## Key Market Challenges

### Fluctuations in Availability and Accessibility

Neem trees, scientifically known as *Azadirachta indica*, have been integral to Indian culture and economy for centuries, revered for their diverse beneficial properties utilized in traditional medicine, agriculture, and beauty products. However, the availability of

neem extracts is subject to fluctuations influenced by seasonal changes, climatic conditions, and geographical distribution, impacting market stability.

Accessibility is another crucial factor affected by neem tree concentration in certain regions, posing logistical challenges in collection and transportation. This concentration can create disparities in accessibility, affecting product availability nationwide. Variations in supply and accessibility directly influence price volatility, with low availability leading to price hikes, potentially limiting consumer affordability. Supply chain disruptions stemming from inconsistent sourcing can erode consumer trust and brand reputation, prompting consumers to seek alternatives.

Compromised quality during periods of low availability underscores the importance of maintaining consistent, high-quality neem extracts. Overcoming these challenges demands robust supply chain management, comprehensive understanding of neem availability factors, and a commitment to product quality maintenance. Addressing neem extract availability, accessibility, and quality challenges requires coordinated efforts across the industry to ensure reliable supply and continued provision of valuable neem-based products to consumers.

### Regulatory Barriers and Compliance Issues

Another challenge in the India neem extracts market is navigating the complex regulatory landscape both domestically and internationally. Neem extracts are subject to various regulations depending on their application, whether in agriculture, pharmaceuticals, or personal care. In India, the market is regulated by agencies such as the Ministry of Agriculture and the Food Safety and Standards Authority of India (FSSAI). However, compliance with international regulations remains a challenge for Indian manufacturers, particularly when exporting neem products. Different countries have specific standards for the use of natural products, such as restrictions on the level of active ingredients in pesticides or the approval of herbal products for medicinal purposes. This variation in regulatory frameworks can complicate the process of entering foreign markets and increase the costs associated with certification and documentation. Meeting stringent international standards for organic and sustainable products, especially in Europe and North America, requires significant investment in research, development, and quality assurance, which can be resource-intensive for small and medium-sized producers. These regulatory hurdles can slow down market expansion and limit the growth potential of the neem extract sector.

### Key Market Trends

## Expansion in Personal Care and Cosmetics

Neem extracts have garnered attention for their potent antifungal, antibacterial, and anti-inflammatory properties, making them prized ingredients in skincare and haircare formulations. Beyond traditional products like soaps and shampoos, neem finds its way into an array of cosmetics, including creams, lotions, and face masks, reflecting the expanding role of neem in the personal care and cosmetics industry. For instance, in October 2019, Nimbarka Industries Pvt. Ltd., a promising startup based in Mohali, introduced an exciting and innovative product line called 'Nimbarka'. This product line is entirely based on the fascinating characteristics of neem, a plant known for its numerous health benefits. Nimbarka launched six initial products in the North Indian markets, including the Neem Deep Purifying Gel, Neem & Milk Face Wash, Neem Face Scrub, Neem Shampoo, Neem Body Lotion, and Neem Hand Wash. These products not only offer effective personal and beauty care solutions but also harness the power of neem to promote overall well-being. With its sights set on the international market, Nimbarka is exploring avenues for expansion through e-commerce channels, allowing people from around the world to experience the wonders of neem-based products.

As consumers increasingly prioritize natural and organic ingredients in their personal care regimen, neem emerges as a preferred choice due to its abundant health benefits and natural origins. Not only does neem offer numerous advantages for skin and hair health, but it also aligns with the growing demand for eco-friendly and sustainable options.

This rising demand for neem-infused products in the personal care and cosmetics sector is a pivotal trend driving the neem extracts market in India. With the continued surge in demand for natural and organic products, this trend is expected to persist, ensuring a promising future for the neem extracts market. The versatility and effectiveness of neem in meeting consumer preferences position it as a key player in the evolving landscape of the personal care industry.

## Growing Export Opportunities for Neem Extracts

India's position as a leading supplier of neem extracts to global markets has been significantly enhanced by the increasing demand for organic and sustainable products. International markets, particularly in Europe, North America, and Asia-Pacific, are increasingly seeking neem-based products for their diverse applications, including agriculture, personal care, and pharmaceuticals. The rising demand for organic and eco-

friendly solutions, driven by consumer preferences for chemical-free and environmentally conscious alternatives, has made neem extracts highly sought after. Developed countries, in particular, are adopting stricter regulations regarding the use of chemical pesticides, further elevating the role of neem extracts as a natural and sustainable alternative.

As a result, Indian manufacturers are seizing the opportunity to expand their production capabilities. By enhancing their manufacturing processes and adhering to international quality standards, Indian companies are able to meet the growing demand for neem-based products across the world. The country's vast agricultural base and expertise in neem cultivation have also contributed to its ability to scale up production efficiently and cost-effectively, making it an attractive source for global markets.

The Indian government has played a vital role in promoting neem extract exports through various initiatives. The Agricultural and Processed Food Products Export Development Authority (APEDA) has been particularly instrumental in supporting neem extract exporters, providing them with the necessary resources, market access, and guidance to navigate international trade regulations. This proactive approach has helped strengthen India's presence in the global market, making neem extracts a key export commodity. This trend underscores the growing recognition of neem's versatility, as it is used in a wide array of industries, from eco-friendly pesticides to skin care and medicinal products. The expanding export opportunities not only elevate India's position as a leading supplier but also contribute significantly to the country's agro-export economy, paving the way for continued growth in the neem extract sector.

## Segmental Insights

### Application Insights

Based on the application, the agriculture and farming segment is poised for rapid growth within the India Neem Extracts Market. This expansion is fueled by escalating concerns over soil degradation and environmental issues, compelling farmers to adopt sustainable agricultural practices. As part of this transition, there's a notable uptake in the use of neem-based fertilizers and pesticides.

The shift towards sustainable farming methods offers a twofold benefit. As it addresses pressing environmental challenges such as soil degradation, water pollution, and biodiversity loss. Neem-based products are renowned for their eco-friendly nature, minimizing harmful impacts on the environment compared to conventional chemical

fertilizers and pesticides.

Another, the adoption of neem extracts in agriculture fosters the growth and development of the neem extracts market in India. The increased demand for neem-based fertilizers and pesticides propels market expansion, creating opportunities for manufacturers and suppliers within the industry. The synergy between sustainable agriculture practices and the utilization of neem extracts underscores a promising trajectory for the India Neem Extracts Market. As farmers continue to prioritize environmentally friendly solutions, the market is poised to witness sustained growth during the forecast period.

### Regional Insights

West India emerged as the dominant region in the India Neem Extracts Market in 2024, holding the largest market share in terms of value. The western region of India, encompassing states like Gujarat, Maharashtra, and Rajasthan, is renowned for its vast expanse of neem trees. These regions benefit from favorable climatic conditions and diverse soil types, which create the perfect environment for the flourishing growth of neem trees.

With a robust agricultural sector, the western region of India holds a prominent position in the neem extracts market. Neem extracts are widely utilized in agriculture as bio-based fertilizers and pesticides, contributing to sustainable farming practices. The thriving agricultural sector in this region not only ensures a steady supply of neem extracts but also drives the demand for these eco-friendly solutions.

The abundance of neem trees in West India, combined with the region's thriving agricultural sector, forms a symbiotic relationship that fuels the growth of the neem extracts market. As farmers and agricultural practitioners embrace the benefits of neem extracts, the demand for these natural alternatives continues to rise, fostering a sustainable and environmentally conscious approach to farming in the western region of India.

### Key Market Players

Dabur India Ltd.

Patanjali Ayurved Limited

Emami Limited

GreeNeem Agri Private Limited

P.J. Margo Pvt. Ltd.

### Report Scope:

In this report, the India Neem Extracts Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### India Neem Extracts Market, By Type:

Leaf Extract

Fruit & Seed Extract

Bark Extract

#### India Neem Extracts Market, By Application:

Pharmaceuticals

Nutraceuticals

Personal Care

Agriculture & Farming

Food & Beverages

Others

#### India Neem Extracts Market, By Region:

North India

East India

West India

South India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Neem Extracts Market.

Available Customizations:

India Neem Extracts Market report 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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