

# **India Traditional Medicine Market By Product (Herbal Medicine, Ayurvedic Medicine, Unani Medicine, Alternative Medicine, Homeopathy Medicine, Others), By Form (Capsules and Tablets, Powders and Granules, Liquid Extracts, Syrups, Creams and Ointment, Others), By Disease Indication (Cardiac Disorders, Bone and Joint Disorders, Gynecological Disorders, Neurological and Mental Disorders, Digestive Disorders, Others), By Distribution Channel (Hospital and Retail Pharmacies, Online Pharmacies), By Region, Competition, Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/I0A10C04D2AEEN.html>

Date: May 2025

Pages: 85

Price: US\$ 3,500.00 (Single User License)

ID: I0A10C04D2AEEN

## **Abstracts**

### **Market Overview**

The India Traditional Medicine Market was valued at USD 416.28 Million in 2024 and is projected to reach USD 707.85 Million by 2030, growing at a CAGR of 9.21% during the forecast period. This growth is driven by increasing consumer interest in natural and holistic healthcare solutions, strong governmental support, and the rising global recognition of India's indigenous medical systems such as Ayurveda, Siddha, and Unani. The Ministry of AYUSH has played a significant role in promoting traditional healthcare practices through funding, policy initiatives, and integration with modern medicine. The country's prominence in wellness tourism—particularly in southern states like Kerala—has enhanced its global position as a center for Ayurveda and naturopathy.

Growing research initiatives and scientific trials have further improved the credibility of traditional medicines. However, challenges such as quality control issues, lack of standardization, insufficient clinical validation, and raw material sourcing constraints continue to hinder broader acceptance. Nonetheless, with increasing investments, digital expansion, and export opportunities, the traditional medicine market in India is set for sustained growth, contingent on strengthened regulatory oversight and scientific substantiation.

## Key Market Drivers

### Expanding Ayurveda-Based Wellness & Tourism Industry

The Ayurveda-based wellness and tourism sector in India is witnessing notable growth, propelled by increasing global demand for holistic healthcare solutions and India's strong traditional medicine legacy. As per the Ministry of Tourism (2023), 22.7% of medical travelers from West Asia visit India, underscoring the country's growing reputation as a hub for health and wellness tourism. International patients are increasingly drawn to natural, non-invasive treatment options, particularly Ayurvedic therapies. Each year, India attracts around 2 million medical tourists from 78 countries, with a significant proportion seeking Ayurvedic and naturopathy care. Kerala, recognized globally as a center for Ayurveda, plays a key role in this trend, offering specialized wellness resorts and integrated healthcare programs that cater to international visitors seeking traditional therapeutic experiences.

## Key Market Challenges

### Lack of Standardization and Quality Control

The absence of consistent quality standards and control mechanisms remains a major barrier to the growth of India's traditional medicine market. Many Ayurvedic and herbal products lack uniform production protocols, resulting in variations in composition, efficacy, and safety across different batches and brands. Unlike conventional pharmaceuticals, these products are often not subject to stringent clinical testing or regulatory approval, raising concerns over their reliability. The lack of a centralized certification framework has led to market fragmentation, with numerous small and medium enterprises operating without adherence to Good Manufacturing Practices (GMP). Additionally, some herbal formulations have been found to contain contaminants such as heavy metals and pesticides, stemming from poor sourcing and processing methods. This compromises consumer trust and poses health risks,

highlighting the need for stricter quality control and regulatory enforcement.

## Key Market Trends

### Increasing Clinical Research & Scientific Validation

A growing emphasis on clinical research and scientific validation is shaping the trajectory of India's traditional medicine market. As consumer demand for evidence-backed natural remedies rises, institutions are intensifying efforts to substantiate the efficacy of Ayurvedic and herbal treatments. The Ministry of AYUSH, in collaboration with agencies like the Central Council for Research in Ayurvedic Sciences (CCRAS) and the Indian Council of Medical Research (ICMR), is expanding clinical trials and pharmacological research. These initiatives aim to bridge traditional knowledge with modern scientific methodologies. Integrative healthcare models—linking AYUSH and allopathic systems—are being explored for chronic conditions such as arthritis, cardiovascular disorders, and diabetes. This shift toward research-backed traditional therapies is enhancing their legitimacy and fostering greater acceptance within the broader medical community.

## Key Market Players

Arogya Ayurveda Kendra

Patanjali Ayurved Limited

Himalaya Global Holdings Ltd.

Baidyanath Group

Dabur Ltd

Swastik Ayurveda

Navayur Herbals

The Divine Ayurveda

Arlak Ayurveda Pvt Ltd

## Report Scope

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

### India Traditional Medicine Market, By Product:

Herbal Medicine

Ayurvedic Medicine

Unani Medicine

Alternative Medicine

Homeopathy Medicine

Others

### India Traditional Medicine Market, By Form:

Capsules and Tablets

Powders and Granules

Liquid Extracts

Syrups

Creams and Ointment

Others

### India Traditional Medicine Market, By Disease Indication:

Cardiac Disorders

Bone and Joint Disorders

Gynecological Disorders

Neurological and Mental Disorders

Digestive Disorders

Others

India Traditional Medicine Market, By Distribution Channel:

Hospitals

Retail Pharmacies

Online Pharmacies

India Traditional Medicine Market, By Region:

East India

West India

North India

South India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Traditional Medicine Market.

Available Customizations

India Traditional Medicine 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).

## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### 4. VOICE OF CUSTOMER

### 5. INDIA TRADITIONAL MEDICINE MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product (Herbal Medicine, Ayurvedic Medicine, Unani Medicine, Alternative Medicine, Homeopathy Medicine, Others)
  - 5.2.2. By Form (Capsules and Tablets, Powders and Granules, Liquid Extracts, Syrups, Creams and Ointment, Others)

- 5.2.3. By Disease Indication (Cardiac Disorders, Bone and Joint Disorders, Gynecological Disorders, Neurological and Mental Disorders, Digestive Disorders, Others)
- 5.2.4. By Distribution Channel (Hospitals, Retail Pharmacies, Online Pharmacies)
- 5.2.5. By Region
- 5.2.6. By Company (2024)
- 5.3. Market Map

## **6. EAST INDIA TRADITIONAL MEDICINE MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Product
  - 6.2.2. By Form
  - 6.2.3. By Disease Indication
  - 6.2.4. By Distribution Channel

## **7. WEST INDIA TRADITIONAL MEDICINE MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Product
  - 7.2.2. By Form
  - 7.2.3. By Disease Indication
  - 7.2.4. By Distribution Channel

## **8. NORTH INDIA TRADITIONAL MEDICINE MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Product
  - 8.2.2. By Form
  - 8.2.3. By Disease Indication
  - 8.2.4. By Distribution Channel

## **9. SOUTH INDIA TRADITIONAL MEDICINE MARKET OUTLOOK**



## 9.1. Market Size & Forecast

### 9.1.1. By Value

## 9.2. Market Share & Forecast

### 9.2.1. By Product

### 9.2.2. By Form

### 9.2.3. By Disease Indication

### 9.2.4. By Distribution Channel

## 10. MARKET DYNAMICS

### 10.1. Drivers

### 10.2. Challenges

## 11. MARKET TRENDS & DEVELOPMENTS

### 11.1. Recent Development

### 11.2. Mergers & Acquisitions

### 11.3. Product Launches

## 12. POLICY & REGULATORY LANDSCAPE

## 13. INDIA ECONOMIC PROFILE

## 14. INDIA TRADITIONAL MEDICINE MARKET: SWOT ANALYSIS

## 15. PORTER'S FIVE FORCES ANALYSIS

### 15.1. Competition in the Industry

### 15.2. Potential of New Entrants

### 15.3. Power of Suppliers

### 15.4. Power of Customers

### 15.5. Threat of Substitute Products

## 16. COMPETITIVE LANDSCAPE

### 16.1. Arogya Ayurveda Kendra

#### 16.1.1. Business Overview

#### 16.1.2. Product Offerings

- 16.1.3. Recent Developments
- 16.1.4. Financials (As Reported)
- 16.1.5. Key Personnel
- 16.2. Patanjali Ayurved Limited
- 16.3. Himalaya Global Holdings Ltd.
- 16.4. Baidyanath Group
- 16.5. Dabur Ltd
- 16.6. Swastik Ayurveda
- 16.7. Navayur Herbals
- 16.8. The Divine Ayurveda
- 16.9. Arlak Ayurveda Pvt Ltd

## **17. STRATEGIC RECOMMENDATIONS**

## **18. ABOUT US & DISCLAIMER**

## I would like to order

Product name: India Traditional Medicine Market By Product (Herbal Medicine, Ayurvedic Medicine, Unani Medicine, Alternative Medicine, Homeopathy Medicine, Others), By Form (Capsules and Tablets, Powders and Granules, Liquid Extracts, Syrups, Creams and Ointment, Others), By Disease Indication (Cardiac Disorders, Bone and Joint Disorders, Gynecological Disorders, Neurological and Mental Disorders, Digestive Disorders, Others), By Distribution Channel (Hospital and Retail Pharmacies, Online Pharmacies), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/I0A10C04D2AEEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I0A10C04D2AEEN.html>