

# **Psyllium Husk Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Sales Channel (Direct, Indirect), By End Use (Dietary Supplements & Pharmaceuticals, Food & Beverages, Animal Feed, Cosmetic & Personal Care, Industrial Application, Others), By Region and Competition, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The Global Psyllium Husk Market was valued at USD 400.86 Million in 2024 and is projected to reach USD 605.11 Million by 2030, growing at a CAGR of 4.88% during the forecast period. Psyllium husk, obtained from the seeds of the *Plantago ovata* plant, is widely valued for its high fiber content and is extensively used in dietary supplements, laxatives, and weight management formulations. As consumers become increasingly health-conscious, there is a growing focus on digestive wellness and fiber intake, which has significantly boosted the demand for psyllium-based products. Additionally, the rising prevalence of gastrointestinal issues such as constipation and irritable bowel syndrome (IBS) has led to greater adoption of psyllium husk as a natural solution. However, challenges such as raw material price volatility and dependence on region-specific agriculture—particularly in India—pose risks to market stability and supply chain continuity.

### **Key Market Drivers**

#### **Growth in Pharmaceutical Industry**

The expansion of the pharmaceutical sector has become a major driver for the psyllium husk market, particularly due to its increased usage in dietary supplements and medical formulations targeting digestive health. With global pharmaceutical revenues reaching approximately USD 1.6 trillion in 2023, the industry's scale is comparable to the GDP of major economies. Psyllium husk is increasingly incorporated into pharmaceutical products for its recognized efficacy in promoting bowel regularity, relieving constipation, and supporting gut health. As consumers turn toward natural, fiber-rich solutions, pharmaceutical companies are responding by integrating psyllium husk into a broad range of health and wellness offerings, thereby supporting sustained market growth.

## Key Market Challenges

### Climate Sensitivity and Supply Chain Volatility

Psyllium husk cultivation is highly dependent on the specific climatic conditions required for the growth of *Plantago ovata*. India, the dominant producer, experiences varied weather patterns that significantly impact crop yields. Adverse environmental conditions such as droughts, irregular rainfall, or temperature fluctuations can reduce harvest quality and availability. This climatic vulnerability translates into irregular supply cycles and pricing instability. Furthermore, given that global psyllium demand is fulfilled by geographically concentrated production, disruptions in these regions can lead to delays and shortages in international markets, amplifying supply chain complexity and cost pressures.

## Key Market Trends

### Increasing Demand for Dietary Fiber

As public awareness of dietary fiber's role in maintaining digestive and cardiovascular health continues to grow, psyllium husk is experiencing strong demand across global markets. Reports from February 2023 by United European Gastroenterology (UEG) highlight that approximately 332 million individuals in Europe live with digestive disorders, underlining the need for effective fiber solutions. Psyllium husk, as a rich source of soluble fiber, is widely used in both over-the-counter and clinical products to alleviate constipation and support gut health. Its additional benefits in lowering cholesterol and managing blood sugar further reinforce its relevance in dietary and therapeutic applications. The growing focus on natural, functional, and clean-label ingredients continues to position psyllium as a preferred option among health-

conscious consumers.

### Key Market Players

Shree Mahalaxmi Psyllium Pvt. Ltd

Akash Agri Industries

Satnam Psyllium Industries (SPI)

Jyotindra International

Sarvoday Sat Isabgol Factory

Gayatri Psyllium

Smilax Psyllium

Rama Gum Industries India Limited

JYOT Overseas Pvt. Ltd.

Giriraj Enterprise

### Report Scope

In this report, the Global Psyllium Husk Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Psyllium Husk Market, By Sales Channel:

Direct

Indirect

Psyllium Husk Market, By End Use:

Dietary Supplements & Pharmaceuticals

Food & Beverages

Animal Feed

Cosmetic & Personal Care

Industrial Application

Others

Psyllium Husk Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Psyllium Husk Market.

## Available Customizations

Global Psyllium Husk 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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