

India Ayurvedic Products Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Ayurveda product means any item of use to a consumer/patient or product formulated primarily in accordance with principles of Ayurveda, the ancient Indian system of medicine. These products focus on making use of herbal ingredients, natural procedures, and no chemical intervention to foster well-being in the long run. Ayurvedic products familiar to most people include Chyawanprash, Triphala, herbal oils, Ayurvedic teas, and others.

The India Ayurvedic Products market is set to show a growth rate of about 16.33% during the forecast period (2025-2033F). The ayurvedic products in India market are growing substantially due to a changing trend from chemical-based products to natural and disease-free health care products. A growing concern about health complications associated with synthetic products is providing pressure to herbal as well as traditional products, private label ayurvedic products in India. A firm support from the government through the Ministry of AYUSH, digital health platforms, and the increased acceptance of e-commerce is the main factor that is making it grow in urban as well as in rural areas. Moreover, adopting new lifestyle habits and the increase in the number of people interested in ayurvedic beauty products in India, and wellness after the COVID-19 pandemic, also contribute to product take-up across the population.

On December 17, 2024: As per the AYUSH, the Government is supporting the growth of the Ayurveda products market as follows:

The Ministry of Ayush implemented “Central Sector Scheme for Promotion of International Co-operation in AYUSH” for promoting exports under the various components.

Facilitating exports of Ayush products.

Based on the product type, the market is segmented into healthcare products: ayurvedic medicines, ayurvedic nutraceuticals and dietary supplements; personal care products: skin care, oral care, hair care and fragrances; wellness & lifestyle products: ayurvedic oils and massage products, aromatherapy and essential oils, detox and digestive aids; and others. Among these, the healthcare ayurvedic products market held the dominant share of the market in 2024. The increase in the number of lifestyle disorders, along with the shift of focus on preventive care, has further driven the growth of ayurvedic product manufacturers in India. The urban consumers are increasingly relying on Ayurvedic medicines and nutraceuticals for immunity, digestion, and stress-related issues. Consequently, this has promoted the expansion of the classical and proprietary brand products within a firm, enhancing its market intensity. In October 2024, Nutrabay, India's pioneering D2C sports nutrition and wellness brand, ventured into the Ayurvedic supplements market with the launch of its debut product in the segment, Shilajit. With the launch of Shilajit, Nutrabay aims to gain market share from the existing Shilajit market.

Based on the distribution channel, the market is segmented into offline retail, online retail/e-commerce, and direct-to-consumer (D2C) platforms. Among these, the online retail/e-commerce segment is expected to grow with a significant CAGR during the forecast period (2025-2033) because of the increase in the use of online platforms for selling, buying, and consuming goods, Ayurvedic products are easily accessible by consumers in Tier-II and Tier-III cities. To successfully meet the target consumers, modern companies are using third-party sites such as Amazon, Nykaa, among others, or pen house channels. It has increased the pace for brand awareness, product testing, and buying decisions among consumers in the Indian e-commerce market. For example, on 08 February 2022, Amazon India announced the launch of a dedicated storefront for Ayurveda products on its marketplace (Amazon.in). Officially launched by Shri Sarbananda Sonowal, Hon'ble Union Cabinet Minister, Ministry of Ayush, the storefront will enhance the visibility of unique Ayurveda products such as various kinds of juices, skin-care supplements, immunity boosters, oils, and more from small businesses and D2C brands.

For a better understanding of the market adoption of the India Ayurvedic Products market, it is analyzed based on its state-wise presence in India, such as North India, East India, West India, and South India. South India is expected

to grow with a significant CAGR during the forecast period due to the growth of the market. Kerala, in the southern part of India, is regarded to be one of the countries that are global centers for traditional Ayurveda. This area has a perfused tradition of using Ayurveda products in daily lives for healthy practices, creating a certain demand for classical Ayurvedic drugs, and elevating wellness tourism. Other states like Tamil Nadu, Karnataka, and Andhra Pradesh also depict the increase in the use of Ayurvedic cosmetics and oils. The existence of well-grounded Ayurveda clinics and skilled professionals is valuable in expanding the market share for the brands.

In July 2024, Zydus Wellness, an FMCG major, expanded its offerings under the brand Complian with the launch of immunity-boosting drink, Complian Immuno-Gro in Tamil Nadu. Designed to provide strong immunity while supporting growth and memory among children, Complian Immuno-Gro is formulated with a unique blend of more than 20 Ayurvedic herbs, such as Amla, Ashwagandha, and Brahmi.

Some major players running in the market include DABUR Limited, Patanjali Ayurved Limited, Himalaya Wellness Company, Zandu Care (Emami Group), Shree Baidyanath Ayurved Bhawan Private Limited, Charak Pharma Pvt Ltd, Maharishi Ayurveda Products Pvt Ltd, Sandu Pharmaceuticals Limited, Swastik Ayurveda, Navayur Herbals.

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