

Ayurveda Market Size, Trends, Analysis, and Outlook By Product (Health Care Products, Personal Care Products, Skin Care, Hair Care Products, Oral Care Products, Others), By Distribution Channel (Supermarkets, Pharmacies, Departmental Stores, Beauty Spa/Salon, Internet Retailing, Specialty Stores), by Region, Country, Segment, and Companies, 2024-2030

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Abstracts

The global Ayurveda market size is poised to register 15.01% growth (CAGR) from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Ayurveda market By Product (Health Care Products, Personal Care Products, Skin Care, Hair Care Products, Oral Care Products, Others), By Distribution Channel (Supermarkets, Pharmacies, Departmental Stores, Beauty Spa/Salon, Internet Retailing, Specialty Stores).

The future of Ayurveda is characterized by a growing emphasis on evidence-based practices, integrative medicine approaches, and global acceptance aimed at promoting holistic health and wellness. Key trends include the integration of traditional Ayurvedic principles with modern scientific research and clinical evidence to validate efficacy and safety of herbal remedies, dietary interventions, and lifestyle modifications, integration of Ayurvedic practices into mainstream healthcare systems and wellness programs for preventive care and chronic disease management, and customization of Ayurvedic treatment protocols based on individual constitution (prakriti), dosha imbalance, and disease pathology. These advancements offer new opportunities for promoting health and well-being, fostering cross-cultural exchange, and preserving traditional knowledge

in the future of Ayurveda practice and education..

Ayurveda Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Ayurveda market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Ayurveda survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Ayurveda industry.

Key market trends defining the global Ayurveda demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

Ayurveda Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Ayurveda industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Ayurveda companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Ayurveda industry

Leading Ayurveda companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Ayurveda companies.

Ayurveda Market Study- Strategic Analysis Review

The Ayurveda market research report dives deep into the qualitative factors shaping the

market, empowering you to make informed decisions-

Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Ayurveda Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Ayurveda industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

Ayurveda Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

North America Ayurveda Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Ayurveda market segments. Similarly,

Strong end-user demand is encouraging Canadian Ayurveda companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Ayurveda market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Ayurveda Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Ayurveda industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Ayurveda market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Ayurveda Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Ayurveda in Asia Pacific. In particular, China, India, and South East Asian Ayurveda markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Ayurveda Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption

growth in the medium to long term.

Middle East and Africa Ayurveda Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Ayurveda market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Ayurveda.

Ayurveda Market Company Profiles

The global Ayurveda market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Charak Pharma Pvt. Ltd, Dabur India Ltd, Emami Ltd, Hamdard Laboratories, Himalaya Wellness Co., Isha Agro Developers Pvt. Ltd, Katra Phytochem Pvt. Ltd, Maharishi Ayurveda, Manipal Natural Pvt Ltd, Patanjali Ayurved Ltd, Polycare Herbals, Prakruti Pure Herbs, PUIG S.L., Shahnaz Husain, Shathayu Ayurveda Clinic, Shree Baidyanath Ayurved Bhawan Pvt. Ltd, Srisritattva, Vasu Healthcare Pvt Ltd, Vicco Laboratories.

Recent Ayurveda Market Developments

The global Ayurveda market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Ayurveda Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Ayurveda Market Size, Trends, Analysis, and Outlook By Product (Health Care Products, Personal Care Products,...

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Type

Stationary 3D and 4D Ultrasound Devices

Portable 3D and 4D Ultrasound Devices

By Display

Color Ultrasound

B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

Research and Academia

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Charak Pharma Pvt. Ltd

Dabur India Ltd

Emami Ltd

Hamdard Laboratories

Himalaya Wellness Co.

Isha Agro Developers Pvt. Ltd

Katra Phytochem Pvt. Ltd

Maharishi Ayurveda

Manipal Natural Pvt Ltd

Patanjali Ayurved Ltd

Polycare Herbals

Prakruti Pure Herbs

PUIG S.L.

Shahnaz Husain

Shathayu Ayurveda Clinic

Shree Baidyanath Ayurved Bhawan Pvt. Ltd

Srisritattva

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B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

By End-User

Hospitals

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Maternity Centers

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Dabur India Ltd

Emami Ltd

Hamdard Laboratories

Himalaya Wellness Co.

Isha Agro Developers Pvt. Ltd

Katra Phytochem Pvt. Ltd

Maharishi Ayurveda

Manipal Natural Pvt Ltd

Patanjali Ayurved Ltd

Polycare Herbals

Prakruti Pure Herbs

PUIG S.L.

Shahnaz Husain

Shathayu Ayurveda Clinic

Shree Baidyanath Ayurved Bhawan Pvt. Ltd

Srisritattva

Vasu Healthcare Pvt Ltd

Vicco Laboratories

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