

# **Ayurvedic Herbs Market Size, Trends, Analysis, and Outlook By Herb (Withania Somnifera (Ashwagandha), Frankincense (Boswellia), Indian Gooseberry (Triphala), Bacopa Monnieri (Brahmi), Turmeric, Cumin, Bitter Melon, Others), By Form (Raw, Capsules/Tablets, Extracts), By Indication (Cardiovascular Diseases, Inflammatory Diseases, Diabetes, Infectious Diseases, Auto-Immune Diseases, Skin Diseases, Others), By Distribution Channel (Business to Business, Business to Consumer), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

The global Ayurvedic Herbs market size is poised to register 10.1% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Ayurvedic Herbs market across By Herb (Withania Somnifera (Ashwagandha), Frankincense (Boswellia), Indian Gooseberry (Triphala), Bacopa Monnieri (Brahmi), Turmeric, Cumin, Bitter Melon, Others), By Form (Raw, Capsules/Tablets, Extracts), By Indication (Cardiovascular Diseases, Inflammatory Diseases, Diabetes, Infectious Diseases, Auto-Immune Diseases, Skin Diseases, Others), By Distribution Channel (Business to Business, Business to Consumer)

With increasing consumer interest in natural and holistic approaches to health and wellness, there is a rising demand for Ayurvedic herbs and traditional medicinal plants known for their therapeutic properties. Market growth is driven by factors such as

growing awareness of Ayurveda and traditional medicine systems, rising prevalence of chronic diseases, and the shift towards preventive healthcare practices. Additionally, the expanding applications of Ayurvedic herbs in dietary supplements, herbal medicines, and personal care products, as well as the growing adoption of organic and sustainable farming practices, contribute to market expansion. Further, the emphasis on product quality, safety, and regulatory compliance, along with the integration of Ayurvedic principles into mainstream healthcare, is expected to further accelerate market growth in the coming years.

### Ayurvedic Herbs 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 Ayurvedic Herbs market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Ayurvedic Herbs 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 Ayurvedic Herbs industry.

### Key market trends defining the global Ayurvedic Herbs 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.

### Ayurvedic Herbs Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Ayurvedic Herbs 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 Ayurvedic Herbs companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

### Key strategies adopted by companies within the Ayurvedic Herbs industry

Leading Ayurvedic Herbs 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 Ayurvedic Herbs companies.

### Ayurvedic Herbs Market Study- Strategic Analysis Review

The Ayurvedic Herbs 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.

### Ayurvedic Herbs Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Ayurvedic Herbs 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 2032 in three case scenarios- low case, reference case, and high case scenarios.

### Ayurvedic Herbs Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. 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 2032.

## North America Ayurvedic Herbs 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 healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Ayurvedic Herbs market segments. Similarly, Strong market demand is encouraging Canadian Ayurvedic Herbs companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Ayurvedic Herbs market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

## Europe Ayurvedic Herbs Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Ayurvedic Herbs 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 vendors in identifying and leveraging new growth prospects positions the European Ayurvedic Herbs 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 Ayurvedic Herbs 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 Ayurvedic Herbs in Asia Pacific. In particular, China, India, and South East Asian Ayurvedic Herbs markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors 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 countries in the APAC region.

**Latin America Ayurvedic Herbs 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 Ayurvedic Herbs 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 Ayurvedic Herbs market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Ayurvedic Herbs.

**Ayurvedic Herbs Market Company Profiles**

The global Ayurvedic Herbs 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 Amorepacific Corp, Charak Pharma Pvt. Ltd, Colgate-Palmolive Company, Dabur India Ltd, Emami Ltd, Forest Essentials Private Ltd, Hamdard Laboratories, Himalaya Wellness Company, Kairali Ayurvedic Group, Patanjali Ayurved Ltd, Shahnaz Husain Group, Shree Baidyanath Ayurved Bhawan Pvt. Ltd, The Procter & Gamble Company, Unilever PLC, Vicco Laboratories.

**Recent Ayurvedic Herbs Market Developments**

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

**Ayurvedic Herbs Market Report Scope**

*Ayurvedic Herbs Market Size, Trends, Analysis, and Outlook By Herb (Withania Somnifera (Ashwagandha), Frankinc...*

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

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

Qualitative Analysis

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 Herb

Withania Somnifera (Ashwagandha)

Frankincense (Boswellia)

Indian Gooseberry (Triphala)

Bacopa Monnieri (Brahmi)

Turmeric

Cumin

Bitter Melon

Others

By Form

Raw

Capsules/Tablets

Extracts

By Indication

Cardiovascular Diseases

Inflammatory Diseases

Diabetes

Infectious Diseases

Aut-Immune Diseases

Skin Diseases

Others

By Distribution Channel

Business to Business

Business to Consumer

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Amorepacific Corp

Charak Pharma Pvt. Ltd

Colgate-Palmolive Company

Dabur India Ltd

Emami Ltd

Forest Essentials Private Ltd

Hamdard Laboratories

Himalaya Wellness Company

Kairali Ayurvedic Group

Patanjali Ayurved Ltd

Shahnaz Husain Group

Shree Baidyanath Ayurved Bhawan Pvt. Ltd

The Procter & Gamble Company



Unilever PLC

Vicco Laboratories

Formats Available: Excel, PDF, and PPT

## Contents

### 1. EXECUTIVE SUMMARY

- 1.1 Ayurvedic Herbs Market Overview and Key Findings, 2024
- 1.2 Ayurvedic Herbs Market Size and Growth Outlook, 2021- 2030
- 1.3 Ayurvedic Herbs Market Growth Opportunities to 2030
- 1.4 Key Ayurvedic Herbs Market Trends and Challenges
  - 1.4.1 Ayurvedic Herbs Market Drivers and Trends
  - 1.4.2 Ayurvedic Herbs Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Ayurvedic Herbs Companies

### 2. AYURVEDIC HERBS MARKET SIZE OUTLOOK TO 2030

- 2.1 Ayurvedic Herbs Market Size Outlook, USD Million, 2021- 2030
- 2.2 Ayurvedic Herbs Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

### 3. AYURVEDIC HERBS MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
  - \* Threat of New Entrants
  - \* Threat of Substitutes
  - \* Intensity of Competitive Rivalry
  - \* Bargaining Power of Buyers
  - \* Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

### 4. AYURVEDIC HERBS MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
  - By Herb
    - Withania Somnifera (Ashwagandha)
    - Frankincense (Boswellia)
    - Indian Gooseberry (Triphala)

Bacopa Monnieri (Brahmi)

Turmeric

Cumin

Bitter Melon

Others

By Form

Raw

Capsules/Tablets

Extracts

By Indication

Cardiovascular Diseases

Inflammatory Diseases

Diabetes

Infectious Diseases

Aut-Immune Diseases

Skin Diseases

Others

By Distribution Channel

Business to Business

Business to Consumer

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

## **5. REGION-WISE MARKET OUTLOOK TO 2030**

5.1 Key Findings for Asia Pacific Ayurvedic Herbs Market, 2025

5.2 Asia Pacific Ayurvedic Herbs Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Ayurvedic Herbs Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Ayurvedic Herbs Market, 2025

5.5 Europe Ayurvedic Herbs Market Size Outlook by Type, 2021- 2030

5.6 Europe Ayurvedic Herbs Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Ayurvedic Herbs Market, 2025

5.8 North America Ayurvedic Herbs Market Size Outlook by Type, 2021- 2030

5.9 North America Ayurvedic Herbs Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Ayurvedic Herbs Market, 2025

5.11 South America Pacific Ayurvedic Herbs Market Size Outlook by Type, 2021- 2030

5.12 South America Ayurvedic Herbs Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Ayurvedic Herbs Market, 2025

5.14 Middle East Africa Ayurvedic Herbs Market Size Outlook by Type, 2021- 2030

## 5.15 Middle East Africa Ayurvedic Herbs Market Size Outlook by Application, 2021-2030

### **6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030**

#### 6.1 US Ayurvedic Herbs Market Size Outlook and Revenue Growth Forecasts

#### 6.2 US Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.3 Canada Market Size Outlook and Revenue Growth Forecasts

#### 6.4 Canada Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

#### 6.6 Mexico Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.7 Germany Market Size Outlook and Revenue Growth Forecasts

#### 6.8 Germany Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.9 France Market Size Outlook and Revenue Growth Forecasts

#### 6.10 France Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.11 UK Market Size Outlook and Revenue Growth Forecasts

#### 6.12 UK Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.13 Spain Market Size Outlook and Revenue Growth Forecasts

#### 6.14 Spain Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.16 Italy Market Size Outlook and Revenue Growth Forecasts

#### 6.16 Italy Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts

#### 6.18 Rest of Europe Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.19 China Market Size Outlook and Revenue Growth Forecasts

#### 6.20 China Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.21 India Market Size Outlook and Revenue Growth Forecasts

#### 6.22 India Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.23 Japan Market Size Outlook and Revenue Growth Forecasts

#### 6.24 Japan Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts

#### 6.26 South Korea Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.27 Australia Market Size Outlook and Revenue Growth Forecasts

#### 6.28 Australia Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts

#### 6.30 South East Asia Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts

#### 6.32 Rest of Asia Pacific Ayurvedic Herbs Industry Drivers and Opportunities

#### 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts

#### 6.34 Brazil Ayurvedic Herbs Industry Drivers and Opportunities

- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Ayurvedic Herbs Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Ayurvedic Herbs Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Ayurvedic Herbs Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Ayurvedic Herbs Industry Drivers and Opportunities

## **7. AYURVEDIC HERBS MARKET OUTLOOK ACROSS SCENARIOS**

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

## **8. AYURVEDIC HERBS COMPANY PROFILES**

- 8.1 Profiles of Leading Ayurvedic Herbs Companies in the Market
- 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
- 8.3 Financial Performance and Key Metrics

Amorepacific Corp

Charak Pharma Pvt. Ltd

Colgate-Palmolive Company

Dabur India Ltd

Emami Ltd

Forest Essentials Private Ltd

Hamdard Laboratories

Himalaya Wellness Company

Kairali Ayurvedic Group

Patanjali Ayurved Ltd

Shahnaz Husain Group

Shree Baidyanath Ayurved Bhawan Pvt. Ltd

The Procter & Gamble Company

Unilever PLC

Vicco Laboratories.

## **9. APPENDIX**

- 9.1 Scope of the Report

9.2 Research Methodology and Data Sources

9.3 Glossary of Terms

9.4 Market Definitions

9.5 Contact Information

## I would like to order

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