

**Complementary and Alternative Medicine Market Size, Trends, Analysis, and Outlook By Traditional Alternative Medicine (Ayurveda, Apitherapy, Bach Flower Therapy, Naturopathic Medicine, Traditional Chinese Medicine, Traditional Korean Medicine, Traditional Japanese Medicine, Traditional Mongolian Medicine, Traditional Tibetan Medicine, Zang Fu Theory), By Mind Healing, Autosuggestion, Hypnotherapy, Neuro-linguistic Programming, Self-hypnosis, Spiritual Mind Treatment, Transcendental Meditation), By Body Healing (Acupressure, Acupuncture, Alexander Technique, Auriculotherapy, Autogenic Training, Chiropractic, Cupping Therapy, Kinesiology, Osteomyology, Osteopathy, Pilates, Qigong, Reflexology, Yoga), By External Energy (Magnetic Therapy, Radionics, Reiki, Therapeutic Touch, Chakra Healing), By Sensory Healing (Aromatherapy, Music therapy, Sonopuncture, Sound Therapy), By Distribution Channel (Direct Sales, E-sales, Distance Correspondence), by Region, Country, Segment, and Companies, 2024-2030**

<https://marketpublishers.com/r/C3230A82146BEN.html>

Date: March 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: C3230A82146BEN

## Abstracts

The global Complementary and Alternative Medicine market size is poised to register 22.73% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Complementary and Alternative Medicine market across By Traditional Alternative Medicine (Ayurveda, Apitherapy, Bach Flower Therapy, Naturopathic Medicine, Traditional Chinese Medicine, Traditional Korean Medicine, Traditional Japanese Medicine, Traditional Mongolian Medicine, Traditional Tibetan Medicine, Zang Fu Theory), By Mind Healing, Autosuggestion, Hypnotherapy, Neuro-linguistic Programming, Self-hypnosis, Spiritual Mind Treatment, Transcendental Meditation), By Body Healing (Acupressure, Acupuncture, Alexander Technique, Auriculotherapy, Autogenic Training, Chiropractic, Cupping Therapy, Kinesiology, Osteomyology, Osteopathy, Pilates, Qigong, Reflexology, Yoga), By External Energy (Magnetic Therapy, Radionics, Reiki, Therapeutic Touch, Chakra Healing), By Sensory Healing (Aromatherapy, Music therapy, Sonopuncture, Sound Therapy), By Distribution Channel (Direct Sales, E-sales, Distance Correspondence).

The complementary and alternative medicine (CAM) market is experiencing significant growth, driven by evolving consumer preferences and increasing awareness about holistic healthcare approaches in 2024 and beyond. Complementary and alternative medicine encompasses a diverse range of therapies, practices, and products that are used alongside or in place of conventional medical treatments. Market growth is fueled by the rising prevalence of chronic diseases, growing demand for personalized and integrative healthcare solutions, and expanding research on the efficacy and safety of CAM modalities. Moreover, factors such as shifting demographics, lifestyle changes, and the desire for natural and non-invasive treatment options are driving the adoption of CAM therapies and products. Additionally, technological advancements and the integration of CAM into mainstream healthcare systems are creating opportunities for market expansion. Furthermore, regulatory initiatives and the development of evidence-based guidelines are enhancing the credibility and acceptance of CAM practices among healthcare professionals and patients, shaping the future of the complementary and alternative medicine market.

Complementary and Alternative Medicine 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 Complementary and Alternative Medicine market

research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Complementary and Alternative Medicine 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 Complementary and Alternative Medicine industry.

## Key market trends defining the global Complementary and Alternative Medicine 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.

## Complementary and Alternative Medicine Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Complementary and Alternative Medicine 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 Complementary and Alternative Medicine companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Complementary and Alternative Medicine industry

Leading Complementary and Alternative Medicine 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 Complementary and Alternative Medicine companies.

## Complementary and Alternative Medicine Market Study- Strategic Analysis Review

The Complementary and Alternative Medicine 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.

### Complementary and Alternative Medicine Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Complementary and Alternative Medicine 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.

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

**Europe Complementary and Alternative Medicine Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities**

The German industry remains the major market for companies in the European Complementary and Alternative Medicine 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 Complementary and Alternative Medicine 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 Complementary and Alternative Medicine 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 Complementary and Alternative Medicine in Asia Pacific. In particular, China, India, and South East Asian Complementary and Alternative Medicine 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 Complementary and Alternative Medicine 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 Complementary and Alternative Medicine 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 Complementary and Alternative Medicine market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Complementary and Alternative Medicine.

## Complementary and Alternative Medicine Market Company Profiles

The global Complementary and Alternative Medicine 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 AYUSH Ayurvedic Pte Ltd, Columbia Nutritional, Herb Pharm, John Schumacher Unity Woods Yoga Centre, Nordic Nutraceuticals, Pure encapsulations LLC, Ramamani Iyengar Memorial Yoga Institute, Sheng Chang Pharmaceutical Company, The Healing Company Ltd

## Recent Complementary and Alternative Medicine Market Developments

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

## Complementary and Alternative Medicine 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

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 Traditional Alternative Medicine/Botanicals

Ayurveda

Apitherapy

Bach Flower Therapy

Naturopathic Medicine

Traditional Chinese Medicine

Traditional Korean Medicine

Traditional Japanese Medicine



Traditional Mongolian Medicine

Traditional Tibetan Medicine

Zang Fu Theory

By Mind Healing

Autosuggestion

Hypnotherapy

Neuro-linguistic Programming

Self-hypnosis

Spiritual Mind Treatment

Transcendental Meditation

By Body Healing

Acupressure

Acupuncture

Alexander Technique

Auriculotherapy

Autogenic Training

Chiropractic

Cupping Therapy

Kinesiology

Osteomyology



Osteopathy

Pilates

Qigong

Reflexology

Yoga

By External Energy

Magnetic Therapy

-Bio-magnetic Therapy

-Magnetic Resonance Therapy

Radionics

Reiki

Therapeutic Touch

Chakra Healing

By Sensory Healing

Aromatherapy

Music therapy

Sonopuncture

Sound Therapy

By Distribution Channel

Direct Sales

E-sales

Distance Correspondence

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

AYUSH Ayurvedic Pte Ltd

Columbia Nutritional

Herb Pharm

John Schumacher Unity Woods Yoga Centre

Nordic Nutraceuticals

Pure encapsulations LLC

Ramamani Iyengar Memorial Yoga Institute

Sheng Chang Pharmaceutical Company

The Healing Company Ltd

Formats Available: Excel, PDF, and PPT

## Contents

### **1. EXECUTIVE SUMMARY**

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

### **2. COMPLEMENTARY AND ALTERNATIVE MEDICINE MARKET SIZE OUTLOOK TO 2030**

- 2.1 Complementary and Alternative Medicine Market Size Outlook, USD Million, 2021-2030
- 2.2 Complementary and Alternative Medicine Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

### **3. COMPLEMENTARY AND ALTERNATIVE MEDICINE 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. COMPLEMENTARY AND ALTERNATIVE MEDICINE MARKET SEGMENTATION ANALYSIS AND OUTLOOK**

#### 4.1 Market Segmentation and Scope

#### 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030

##### By Traditional Alternative Medicine/Botanicals

Ayurveda

Apitherapy

Bach Flower Therapy

Naturopathic Medicine

Traditional Chinese Medicine

Traditional Korean Medicine

Traditional Japanese Medicine

Traditional Mongolian Medicine

Traditional Tibetan Medicine

Zang Fu Theory

By Mind Healing

Autosuggestion

Hypnotherapy

Neuro-linguistic Programming

Self-hypnosis

Spiritual Mind Treatment

Transcendental Meditation

By Body Healing

Acupressure

Acupuncture

Alexander Technique

Auriculotherapy

Autogenic Training

Chiropractic

Cupping Therapy

Kinesiology

Osteomyology

Osteopathy

Pilates

Qigong

Reflexology

Yoga

By External Energy

Magnetic Therapy

-Bio-magnetic Therapy

-Magnetic Resonance Therapy

Radionics

Reiki

Therapeutic Touch

Chakra Healing

By Sensory Healing

Aromatherapy

Music therapy

Sonopuncture

Sound Therapy

By Distribution Channel

Direct Sales

E-sales

Distance Correspondence

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 Complementary and Alternative Medicine Market, 2025

5.2 Asia Pacific Complementary and Alternative Medicine Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Complementary and Alternative Medicine Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Complementary and Alternative Medicine Market, 2025

5.5 Europe Complementary and Alternative Medicine Market Size Outlook by Type, 2021- 2030

5.6 Europe Complementary and Alternative Medicine Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Complementary and Alternative Medicine Market, 2025

5.8 North America Complementary and Alternative Medicine Market Size Outlook by Type, 2021- 2030

5.9 North America Complementary and Alternative Medicine Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Complementary and Alternative Medicine Market, 2025

5.11 South America Pacific Complementary and Alternative Medicine Market Size Outlook by Type, 2021- 2030

5.12 South America Complementary and Alternative Medicine Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Complementary and Alternative Medicine Market, 2025

5.14 Middle East Africa Complementary and Alternative Medicine Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Complementary and Alternative Medicine Market Size Outlook by Application, 2021- 2030

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

6.1 US Complementary and Alternative Medicine Market Size Outlook and Revenue Growth Forecasts

6.2 US Complementary and Alternative Medicine Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Complementary and Alternative Medicine Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico Complementary and Alternative Medicine Industry Drivers and Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

6.8 Germany Complementary and Alternative Medicine Industry Drivers and Opportunities

6.9 France Market Size Outlook and Revenue Growth Forecasts

6.10 France Complementary and Alternative Medicine Industry Drivers and Opportunities

6.11 UK Market Size Outlook and Revenue Growth Forecasts

6.12 UK Complementary and Alternative Medicine Industry Drivers and Opportunities

6.13 Spain Market Size Outlook and Revenue Growth Forecasts

6.14 Spain Complementary and Alternative Medicine Industry Drivers and Opportunities

6.16 Italy Market Size Outlook and Revenue Growth Forecasts

6.16 Italy Complementary and Alternative Medicine Industry Drivers and Opportunities

6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts

6.18 Rest of Europe Complementary and Alternative Medicine Industry Drivers and Opportunities

6.19 China Market Size Outlook and Revenue Growth Forecasts

6.20 China Complementary and Alternative Medicine Industry Drivers and Opportunities

6.21 India Market Size Outlook and Revenue Growth Forecasts

6.22 India Complementary and Alternative Medicine Industry Drivers and Opportunities

6.23 Japan Market Size Outlook and Revenue Growth Forecasts



- 6.24 Japan Complementary and Alternative Medicine Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Complementary and Alternative Medicine Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Complementary and Alternative Medicine Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Complementary and Alternative Medicine Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Complementary and Alternative Medicine Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Complementary and Alternative Medicine Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Complementary and Alternative Medicine Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Complementary and Alternative Medicine Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Complementary and Alternative Medicine Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Complementary and Alternative Medicine Industry Drivers and Opportunities

## **7. COMPLEMENTARY AND ALTERNATIVE MEDICINE MARKET OUTLOOK ACROSS SCENARIOS**

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

## **8. COMPLEMENTARY AND ALTERNATIVE MEDICINE COMPANY PROFILES**

- 8.1 Profiles of Leading Complementary and Alternative Medicine Companies in the Market
- 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies

### 8.3 Financial Performance and Key Metrics

AYUSH Ayurvedic Pte Ltd

Columbia Nutritional

Herb Pharm

John Schumacher Unity Woods Yoga Centre

Nordic Nutraceuticals

Pure encapsulations LLC

Ramamani Iyengar Memorial Yoga Institute

Sheng Chang Pharmaceutical Company

The Healing Company Ltd

## **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

Product name: Complementary and Alternative Medicine Market Size, Trends, Analysis, and Outlook By Traditional Alternative Medicine (Ayurveda, Apitherapy, Bach Flower Therapy, Naturopathic Medicine, Traditional Chinese Medicine, Traditional Korean Medicine, Traditional Japanese Medicine, Traditional Mongolian Medicine, Traditional Tibetan Medicine, Zang Fu Theory), By Mind Healing, Autosuggestion, Hypnotherapy, Neuro-linguistic Programming, Self-hypnosis, Spiritual Mind Treatment, Transcendental Meditation), By Body Healing (Acupressure, Acupuncture, Alexander Technique, Auriculotherapy, Autogenic Training, Chiropractic, Cupping Therapy, Kinesiology, Osteomyology, Osteopathy, Pilates, Qigong, Reflexology, Yoga), By External Energy (Magnetic Therapy, Radionics, Reiki, Therapeutic Touch, Chakra Healing), By Sensory Healing (Aromatherapy, Music therapy, Sonopuncture, Sound Therapy), By Distribution Channel (Direct Sales, E-sales, Distance Correspondence), by Region, Country, Segment, and Companies, 2024-2030

Product link: <https://marketpublishers.com/r/C3230A82146BEN.html>

Price: US\$ 3,980.00 (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/C3230A82146BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

\*\*All fields are required

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970