

# Herbal Market Size, Trends, Analysis, and Outlook By Delivery (Over the counter, Prescription), By Product (Herbal supplements and remedies, Herbal medicine, Herbal cosmetics), by Country, Segment, and Companies, 2024-2032

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## Abstracts

Global Herbal Market Size is valued at \$188.6 Million in 2024 and is forecast to register a growth rate (CAGR) of 8.2% to reach \$354.3 Million by 2032.

The herbal market is expanding as consumers seek natural remedies and health solutions. The trend towards organic and plant-based products is driving market growth. Innovations in product formulations and delivery methods, along with increasing consumer education on herbal benefits, are enhancing market potential, encouraging brands to diversify their herbal offerings.

### Herbal Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Herbal survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Herbal industry.

### Key market trends defining the global Herbal demand in 2025 and Beyond

The Herbal industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

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

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

### Key strategies adopted by companies within the Herbal industry

Leading Herbal companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Herbal companies.

### Herbal Market Study- Strategic Analysis Review

The market research report dives deep into 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.

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

The Herbal industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report

forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

## Herbal Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

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

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Herbal market segments. Similarly, strong market demand encourages Canadian Herbal companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

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

The German Herbal industry remains the major market for companies in the European Herbal 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 Herbal market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

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

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Herbal in Asia Pacific. In particular, China, India, and South East Asian Herbal markets present a compelling outlook for

2032, attracting 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 market 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 Herbal Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to higher 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 Herbal 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 Herbal market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Herbal.

### Herbal Company Profiles

The global Herbal 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. The leading companies included in the study are Arizona Natural Products, Austral Herbs, Blackmores Ltd, Dabur India Ltd, Dasherb Corp, Dr. Willmar Schwabe India Pvt. Ltd, Gaia Herbs Inc, Glanbia plc, Herbalife International of America Inc, Himalaya Global Holdings Ltd, Hishimo Pharmaceuticals Pvt. Ltd, KPC Products Inc, Patanjali Ayurved Ltd, Schaper and Brummer GmbH and Co. KG, SP Pharmaceuticals, Tsumura and Co., ZeinPharma Germany GmbH.

### Recent Herbal Market Developments

The global Herbal market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals,

and other updates in the industry.

Herbal Market Report Scope

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:

Delivery

Over the counter

Prescription

Product

Herbal supplements and remedies

Herbal medicine

Herbal cosmetics

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Arizona Natural Products

Austral Herbs

Blackmores Ltd

Dabur India Ltd

Dasherb Corp

Dr. Willmar Schwabe India Pvt. Ltd

Gaia Herbs Inc

Glanbia plc

Herbalife International of America Inc

Himalaya Global Holdings Ltd

Hishimo Pharmaceuticals Pvt. Ltd

KPC Products Inc

Patanjali Ayurved Ltd

Schaper and Brummer GmbH and Co. KG

SP Pharmaceuticals

Tsumura and Co.

ZeinPharma Germany GmbH

Formats Available: Excel, PDF, and PPT

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Dabur India Ltd

Dasherb Corp

Dr. Willmar Schwabe India Pvt. Ltd

Gaia Herbs Inc

Glanbia plc  
Herbalife International of America Inc  
Himalaya Global Holdings Ltd  
Hishimo Pharmaceuticals Pvt. Ltd  
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