

Herbal Medicine Market Size, Trends, Analysis, and Outlook By Product (Medicinal Part, Medicine Function, Active Ingredient), By Application (Western Herbalism, Traditional Chinese Medicine, Others), by Region, Country, Segment, and Companies, 2024-2030

<https://marketpublishers.com/r/H8908E41327AEN.html>

Date: March 2024

Pages: 190

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

ID: H8908E41327AEN

Abstracts

The global Herbal Medicine market size is poised to register 7.7% growth (CAGR) from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Herbal Medicine market By Product (Medicinal Part, Medicine Function, Active Ingredient), By Application (Western Herbalism, Traditional Chinese Medicine, Others).

The future of herbal medicine is influenced by growing interest in natural remedies, personalized healthcare, and integrative medicine approaches aimed at promoting holistic well-being and disease prevention. Key trends include the scientific validation of traditional herbal remedies through pharmacological and clinical research, elucidating their mechanisms of action, safety profiles, and potential therapeutic benefits for various health conditions. Additionally, the development of standardized herbal extracts, bioactive compounds, and phytopharmaceutical formulations aims to enhance product quality, consistency, and efficacy, meeting regulatory standards and ensuring consumer confidence. Moreover, the integration of herbal medicine into mainstream healthcare practices, through collaboration between traditional healers, healthcare professionals, and regulatory authorities, facilitates evidence-based use, appropriate dosing, and safe integration with conventional therapies, offering patients a comprehensive approach to health maintenance and disease management..

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

Key market trends defining the global Herbal 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.

Herbal Medicine Market Segmentation- Industry Share, Market Size, and Outlook to 2030

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

Key strategies adopted by companies within the Herbal Medicine industry

Leading Herbal 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 Herbal Medicine companies.

Herbal Medicine Market Study- Strategic Analysis Review

The Herbal 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.

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

The Herbal 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.

Herbal 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 Herbal 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 Herbal Medicine market segments. Similarly, Strong end-user demand is encouraging Canadian Herbal Medicine companies to invest in niche segments. Further, as Mexico continues to strengthen its

trade relations and invest in technological advancements, the Mexico Herbal Medicine market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Herbal 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 Herbal 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 Herbal 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 Herbal 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 Herbal Medicine in Asia Pacific. In particular, China, India, and South East Asian Herbal 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 Herbal 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 Herbal 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 Herbal Medicine market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Herbal Medicine.

Herbal Medicine Market Company Profiles

The global Herbal 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 Arizona Natural Products, Beijing Tongrentang Co Ltd, Blackmores Ltd, Charak Pharma Pvt. Ltd, Dabur India Ltd, Dasherb Corp, Dr. Willmar Schwabe GmbH & Co. KG, Emami Ltd, Hamdard Laboratories, Himalaya Global Holdings Ltd, Hishimo Pharmaceuticals Pvt. Ltd, Imperial Ginseng Products Ltd, Ricola Group AG, Schaper & Brummer GmbH & Co. KG.

Recent Herbal Medicine Market Developments

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

Herbal 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 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

Arizona Natural Products

Beijing Tongrentang Co Ltd

Blackmores Ltd

Charak Pharma Pvt. Ltd

Dabur India Ltd

Dasherb Corp

Dr. Willmar Schwabe GmbH & Co. KG

Emami Ltd

Hamdard Laboratories

Himalaya Global Holdings Ltd

Hishimo Pharmaceuticals Pvt. Ltd

Imperial Ginseng Products Ltd

Ricola Group AG

Schaper & Brummer GmbH & Co. KG

Formats Available: Excel, PDF, and PPT

Contents

1. EXECUTIVE SUMMARY

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

2. HERBAL MEDICINE MARKET SIZE OUTLOOK TO 2030

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

3. HERBAL 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. HERBAL 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 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
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 Herbal Medicine Market, 2025
5.2 Asia Pacific Herbal Medicine Market Size Outlook by Type, 2021- 2030
5.3 Asia Pacific Herbal Medicine Market Size Outlook by Application, 2021- 2030
5.4 Key Findings for Europe Herbal Medicine Market, 2025
5.5 Europe Herbal Medicine Market Size Outlook by Type, 2021- 2030
5.6 Europe Herbal Medicine Market Size Outlook by Application, 2021- 2030
5.7 Key Findings for North America Herbal Medicine Market, 2025
5.8 North America Herbal Medicine Market Size Outlook by Type, 2021- 2030
5.9 North America Herbal Medicine Market Size Outlook by Application, 2021- 2030
5.10 Key Findings for South America Herbal Medicine Market, 2025
5.11 South America Pacific Herbal Medicine Market Size Outlook by Type, 2021- 2030
5.12 South America Herbal Medicine Market Size Outlook by Application, 2021- 2030

- 5.13 Key Findings for Middle East and Africa Herbal Medicine Market, 2025
- 5.14 Middle East Africa Herbal Medicine Market Size Outlook by Type, 2021- 2030
- 5.15 Middle East Africa Herbal Medicine Market Size Outlook by Application, 2021-2030

6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030

- 6.1 US Herbal Medicine Market Size Outlook and Revenue Growth Forecasts
- 6.2 US Herbal Medicine Industry Drivers and Opportunities
- 6.3 Canada Market Size Outlook and Revenue Growth Forecasts
- 6.4 Canada Herbal Medicine Industry Drivers and Opportunities
- 6.6 Mexico Market Size Outlook and Revenue Growth Forecasts
- 6.6 Mexico Herbal Medicine Industry Drivers and Opportunities
- 6.7 Germany Market Size Outlook and Revenue Growth Forecasts
- 6.8 Germany Herbal Medicine Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Herbal Medicine Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Herbal Medicine Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Herbal Medicine Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Herbal Medicine Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Herbal Medicine Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Herbal Medicine Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Herbal Medicine Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Herbal Medicine Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Herbal Medicine Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Herbal Medicine Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Herbal Medicine Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Herbal Medicine Industry Drivers and Opportunities

- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Herbal Medicine Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Herbal Medicine Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Herbal Medicine Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Herbal Medicine Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Herbal Medicine Industry Drivers and Opportunities

7. HERBAL MEDICINE MARKET OUTLOOK ACROSS SCENARIOS

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

8. HERBAL MEDICINE COMPANY PROFILES

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

Arizona Natural Products

Beijing Tongrentang Co Ltd

Blackmores Ltd

Charak Pharma Pvt. Ltd

Dabur India Ltd

Dasherb Corp

Dr. Willmar Schwabe GmbH & Co. KG

Emami Ltd

Hamdard Laboratories

Himalaya Global Holdings Ltd

Hishimo Pharmaceuticals Pvt. Ltd

Imperial Ginseng Products Ltd

Ricola Group AG

Schaper & Brummer GmbH & Co. KG

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

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Product name: Herbal Medicine Market Size, Trends, Analysis, and Outlook By Product (Medicinal Part, Medicine Function, Active Ingredient), By Application (Western Herbalism, Traditional Chinese Medicine, Others), by Region, Country, Segment, and Companies, 2024-2030

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