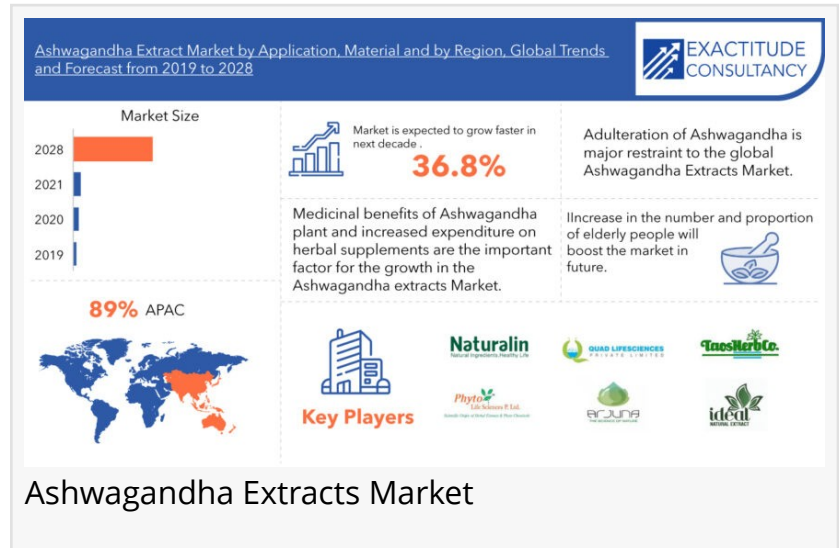


Ashwagandha Extracts Market is expected to reach above USD 3.2 billion by 2029 | CAGR 36.8% | Exactitude Consultancy

Ashwagandha Extracts Market share is expected to grow at more than 36.8% CAGR from 2019 to 2028. It is expected to reach above USD 3.2 billion by 2028.

LUTON, BEDFORDSHIRE, UNITED KINGDOM, November 23, 2023 /EINPresswire.com/ -- Exactitude Consultancy, the market research and consulting wing of Ameliorate Digital Consultancy Private Limited has completed and published the final copy of the detailed research report on the [Ashwagandha Extracts Market](#).



The Ashwagandha Extracts Market Report provides a comprehensive analysis of the global market for Ashwagandha extracts. This report offers insights into market trends, growth drivers, challenges, and opportunities, catering to stakeholders in the herbal supplements, pharmaceutical, and nutraceutical industries. Ashwagandha, an ancient medicinal herb with apoptogenic properties, highlights its traditional use in Ayurvedic medicine. Emphasize the growing global interest in natural remedies and herbal supplements.

“

Ashwagandha, a medicinal herb deeply rooted in Ayurvedic practices, has garnered global attention for its adaptogenic qualities and potential health benefits.”

Exactitudeconsultancy

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Ashwagandha Extracts Market Top Key Players:

The major players operating in the Ashwagandha Extracts market include Naturalin Bio-

Resources Co Ltd, Phyto Life Sciences P. Ltd, Quad Lifesciences Pvt. Ltd., IDEAL NATURAL EXTRACT, Taos Herb Company, Life Extension, Xian Sgonek Biological Technology Co. Ltd., Arjuna Natural Ltd., etc.

Recent Developments:

- In December 2021, Dabur India Limited launched a slew of ayurveda-backed preventive healthcare and personal hygiene products in response to the COVID-19 pandemic. The company has also ramped up production of its existing range to ensure uninterrupted supplies of its healthcare and medicine products.
- In November 2021, Glanbia Nutritionals partnered with Ixoreal Biomed to optimize its ashwagandha extract, KSM-66, using Nutrashield technology. Nutrashield is a microencapsulation technology that can protect the botanical extract from off-notes and increase product inclusion rates. This partnership provided customers with a powerful ingredient solution for their ready-to-mix powders, ready-to-drink beverages, chewable gummies, and effervescent.

Market Trends:

Ayurvedic Product Popularity: The rising preference for Ayurvedic and traditional remedies, positioning Ashwagandha as a key ingredient in herbal formulations.

Functional Foods and Beverages Integration: Incorporation of [Ashwagandha extracts into functional](#) foods and beverages aligning with the trend of health-conscious consumption.

Clean Label Demand: Growing consumer inclination toward clean label products, propelling the demand for organic and sustainably sourced Ashwagandha extracts.

Challenges and Considerations:

Quality Control Issues: Ensuring consistent quality and standardization of Ashwagandha extracts to meet consumer expectations.

Regulatory Compliance: Navigating complex regulatory frameworks related to herbal supplements and dietary ingredients.

Market Saturation Concerns: Monitoring market saturation and exploring innovative formulations to sustain consumer interest.

Future Outlook:

The Ashwagandha Extracts Market is poised for continued growth, driven by the rising trend of holistic well-being and global interest in natural health solutions. Innovations, strategic

partnerships, and adherence to quality standards will be pivotal for sustained success in this dynamic market.

Regional Share Analysis:

Geographically, the Global Ashwagandha Extracts market is segmented into North America, South America, Europe, APAC and MEA. Asia Pacific region is witnessing the growth in market.

- North America: includes the US, Canada, Mexico
- Europe: includes UK, Germany, France, Italy, Spain, Russia, and Rest of Europe
- Asia Pacific: includes China, Japan, South Korea, India, Australia, ASEAN and Rest of APAC
- South America: includes Brazil, Argentina and Rest of South America
- Middle East & Africa: includes Turkey, UAE, Saudi Arabia, South Africa, and Rest of MEA

APAC shares 89.3% of the total market.

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Key Market Segments:

- Ashwagandha Extracts Market by Form, 2019-2028 (IN USD Million)

Capsule, Powder, Liquid

- Ashwagandha Extracts Market By Type, 2019-2028, (IN USD Million)

Immunity Health Market, Sleep, Stress And Anxiety, Weight Loss, General Health

- Ashwagandha Extracts Market by Application, 2019-2028, (IN USD Million)

Dietary Supplements, Food And Beverages, Sports Nutrition

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Key Benefits for Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the ashwagandha extract market from 2023 to 2029 to identify the prevailing ashwagandha extract market opportunities.
- Market research is offered along with information related to key drivers, restraints, and

opportunities.

- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the ashwagandha extract market segmentation assists to determining the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global ashwagandha extract market trends, key players, market segments, application areas, and market growth strategies.

Research Methodology:

Research methodology is a structured and organized approach to gathering and examining information for a specific purpose. The two fundamental types of research methods are secondary research and primary research. In secondary research, data are collected from published sources like scholarly journals, books, and company websites. It can help provide a broad perspective on a subject and identify significant trends and patterns. On the other hand, primary research involves collecting original data through surveys, focus groups, and interviews. While primary research can provide more accurate and relevant information, it is often more time-consuming and expensive compared to secondary research. Each method has its advantages and limitations, and choosing the right approach depends on the research objectives and available resources.

Frequently Asked Questions Section

- What is the current market size of this high growth market?
- What is the overall growth rate?
- What are the key growth areas, applications, end uses and types?
- Key reasons for growth
- Challenges for growth
- What technological developments are happening in this area?

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