

Shopkhoj provides a guide to Ayurvedic Beauty & Wellness

Ayurvedic Beauty & Wellness

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/EINPresswire.com/ -- The ancient form

of [Ayurveda](#) treatments is increasingly

being recognized as focusing on the

concerns of consumers looking for

products that address prevention and

root causes rather than symptoms.

Additionally, an increasing effort and

search for clean beauty is driving the

global beauty care market. Today's

youth are conscientious & take

responsibility in what they consume for

beauty & health. A February 2024

article on the South China Morning

Post carried a headline 'Move over K-

beauty, Ayurvedic skincare is latest

trend...'. A-Beauty is replacing K-beauty.

India is at the forefront of Ayurvedic

treatments as well as beauty and

personal care products. Ayurveda is a

Hindu system of medicine that has its

roots in the Vedic texts found 5000

Years ago. Making sense of the

terminology and trying to shop for

these products can be taxing. Shopkhoj provides a handy guide to Ayurvedic product offerings in

India. <https://www.shopkhoj.com/accessories/ayurveda/>



Biotique Ayurveda



Forest Essentials Ayurveda

The Global Beauty and Personal Care market is projected to reach \$904B by 2030 from a market size of \$520B in 2022, with a compounded growth rate of 7.15% through the years (January 2024 LinkedIn). This is doubling of the market size in less than a decade. Some of the key trends in consumers' behavior and products they seek out include:

- Personalization – Users are increasingly seeking out more personalized offerings. A McKinsey report found that 71% of consumers expect personalized experiences directly contributing to repeat purchases.

- Focus on sustainability – Consumers seek out and stick to brands that focus on sustainability in their product cycle.

- Natural and organic ingredients – The beauty industry has seen a shift

similar to the trend in more natural and organic foods. Users are more willing to pay a little extra to use products that are natural, and that do not contain harsh chemicals or preservatives. Ayurveda uses botanical extracts that are natural & sustainable .



Kama Ayurveda

The ancient system of Ayurvedic treatments is finding a widening acceptance around the world in addressing the above concerns. This system builds on the wisdom of herbs, oils, and extracts to nourish and rejuvenate while addressing diverse skin & health concerns. During the pandemic people turned inward to focus on health and wellness. While many Indians turned to this ancient system, recognizing its benefits while also reconnecting with one's heritage and culture, Ayurvedic beauty and skin care saw a rise in the global market - projected to reach \$16+M by 2028 from \$7+M in 2021 (LinkedIn). As a Times of India June 2023 article put it, Ayurvedic skincare is seen as "transformative force, blending nature's healing touch into the fabric of global market".

Ingredients found and used in India like saffron, neem, turmeric and ashwagandha are used in modern formulations to deliver clean, natural, and organic products that are easier on the skin than some of the chemical formulations used in most beauty products. Many of the above are staples in Indian households, making it easier for consumers to connect with the list of ingredients in the products. Saffron's potential antioxidant properties help reduce fine lines and wrinkles, while turmeric is used to address inflammation, dark spots and hyperpigmentation. Neem's antimicrobial and anti-fungal functions can help repair skin and is especially suitable for sensitive skin conditions. A widely available and native to India – the Mogra (Indian jasmine) soothes the skin adding renewal and hydration.

Holistic treatments at Ayurvedic Centres are often tailored to individuals based on their body compositions – or doshas (vata,pita& kapha-energies governed by air water, fire & earth.)The essence of Ayurveda is Wellness from within. India stands at the forefront and has taken the traditional ingredients & repackaged them into easy to use formulations.

Ayurveda means Science of life in Sanskrit and is a form of medicine that is practised in several

leading hospitals across the country. This branch of medicine emphasises that beauty is not just skin deep. Ayurvedic treatments for specific ailments and pain relief massages are available in special hospitals such as Kotakal Arya Vaidya. Products and brands typically try to give consumers information on how each of the products work for different skin types & conditions.

[Biotique](https://www.shopkhoj.com/shops-in-delhi/biotique/), (<https://www.shopkhoj.com/shops-in-delhi/shahnaz-husain/>), [Kama Ayurveda](https://www.shopkhoj.com/shops-in-delhi/kama-ayurveda/) (<https://www.shopkhoj.com/shops-in-delhi/forest-essentials/>) & Forest Essentials (<https://www.shopkhoj.com/markets-in-delhi/khan-market/>) in Delhi boasts of all these Beauty shops. They were all pioneers in building the Ayurveda brand. PureEarth is another Ayurvedic brand from Hongkong. They source ingredients from Himachal Pradesh (near the Himalayas) in North India. Los Angeles based Soma Ayurveda is a big hit with several celebrities and has won awards for its sandalwood perfumed oil. The Ayurveda Experience is another skin care & nutrition brand that has recently raised money.

Several leading hotel chains also stock on Ayurveda beauty products. Further, The Ministry of Ayush to promote Ayurveda, Yoga, and other ancient systems of medicine & healthcare in India was founded in 2014.

About Shopkhoj

India is a shopper's paradise offering a wealth of products and an incredible range to choose from. In other words, be it the most traditional jewellery to go with your silk saree, or that perfect lamp to enhance your home, India has it all. For instance, each of India's 29 States and 7 Union Territories has its unique offering of textiles and clothing, jewellery, and handicrafts. Shopkhoj helps you to navigate Shopping in India.

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