

# Ashwagandha Extract Industry Analysis Report 2025: Key Trends, Drivers, and Forecast Insights

*The Business Research Company's  
Ashwagandha Extract Industry Analysis  
Report 2025: Key Trends, Drivers, and  
Forecast Insights*

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Ashwagandha Extract Global Market Report 2025 Market Growth Forecast: What To Expect By 2025?

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It will grow to \$1.27 billion in 2029 at a compound annual growth rate (CAGR) of 11.9%.”

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In recent times, the ashwagandha extract market has experienced swift growth. The market is projected to enlarge from \$0.73 billion in 2024 to \$0.81 billion in 2025, reflecting a compound annual growth rate (CAGR) of 11.6%. This expansion during the historic period is credited to several factors: the traditional use in ayurvedic medicine improving attention towards herbal supplements, trends in managing stress and anxiety, research into the health advantages and the growth of the natural health and

wellness market.

The market size for ashwagandha extract is set to experience a significant surge in the coming years, reaching \$1.27 billion in 2029 with a compound annual growth rate (CAGR) of 11.9%. This projected ascension during the forecast period is largely due to the increasing demand for adaptogens, the incorporation of the extract into functional foods and drinks, sustained focus on mental health and cognitive abilities, advances in product formulating, applications in fitness and performance improvement, and the expansion of older populations. Expectations for the forecast period include a rise in the understanding of adaptogenic qualities, product innovation and formulation, market growth in western nations, collaborations and strategic partnerships,

and developments in regulations.

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What Are Key Factors Driving The Demand In The Global Ashwagandha Extract Global Market Report 2025 Market?

The expanding interest in dietary supplements is projected to fuel the rise of the ashwagandha extract market in the future. These supplements are products designed to provide condensed forms of nutrients like vitamins, minerals, herbs, or amino acids to complement the diet. Increasing health awareness and a preference for preventative health practices among consumers are driving this rising demand for dietary supplements. Ashwagandha extract, noted for its adaptogenic qualities, is frequently used in these supplements to alleviate stress, enhance cognitive performance, and promote overall health and vitality. For instance, a survey of 3,192 adults conducted by the Council for Responsible Nutrition in the US, a trade association for the dietary supplement and functional food industry, in October 2023 indicated that 74% of American adults use dietary supplements. Furthermore, user trust in the perceived quality of sports nutrition supplements has increased by 5% to 66% compared to 2022, and confidence in the weight management category has climbed 4% to 56% from 2022. Hence, the escalating demand for dietary supplements will spur on the growth of the ashwagandha extract market.

Who Are The Leading Players In The Ashwagandha Extract Global Market Report 2025 Market?  
Major players in the Ashwagandha Extract Global Market Report 2025 include:

- Taos Herb Company
- Phyto Life Sciences Pvt. Ltd.
- Quad Lifesciences Pvt. Ltd.
- Ideal Natural Extract
- Life Extension
- Arjuna Natural Extracts Ltd.
- Sabinsa Corporation
- Naturalin Bio-Resources Co. Ltd.
- Kerry Group
- Ixoreal Biomed Pvt. Ltd.

## What Are Some Emerging Trends In The Ashwagandha Extract Global Market Report 2025 Market?

The ashwagandha extract market is currently witnessing a surge in product innovation as a significant trend. Leading firms in this market are keen on introducing novel solutions to enhance their market penetration. Nutriventia, a prominent health and wellness enterprise situated in India, is a prime example of this. In September 2022, they unveiled Prolanza ashwagandha, a sustained-release product. This modern root-only Ashwagandha extract, Prolanza, ensures comprehensive support for stress management throughout the day. The pioneering release mechanism of Prolanza allows it to deliver its clinical advantages over an extended period with just a single daily dose.

## Analysis Of Major Segments Driving The Ashwagandha Extract Global Market Report 2025 Market Growth

The ashwagandha extract market covered in this report is segmented –

- 1) By Type: Immunity Health, Stress And Anxiety, Weight Loss, General Health
- 2) By Form: Powder, Capsules Or Tablets, Other Forms
- 3) By Distribution Channel: Business To Business, Business To Consumer
- 4) By Application: Sports Nutrition, Food And Beverages, Dietary Supplements, Other Applications

### Subsegments:

- 1) By Immunity Health: Immune Boosters, Adaptogenic Formulations
- 2) By Stress And Anxiety: Relaxation Supplements, Mood Support Formulations
- 3) By Weight Loss: Metabolism Boosters, Appetite Suppressants
- 4) By General Health: Overall Wellness Supplements, Energy And Vitality Formulations

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<https://www.thebusinessresearchcompany.com/report/ashwagandha-extract-global-market-report>

## Which Region Is Expected To Lead The Ashwagandha Extract Global Market Report 2025 Market By 2025?

In 2024, the Ashwagandha Extract Global Market Report identified the Asia-Pacific as the leading region. The report encompasses several regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa. It presents the projected growth of these regions in the ashwagandha extract market.

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