

Herbal Products Market Size to Reach \$81.79B by 2034 | 6.20% CAGR

The global herbal products market size was approximately USD 50.55 billion in 2024 and is projected to reach around USD 81.79 billion by 2034

PUNE, MAHARASHTRA, INDIA, August 29, 2025 /EINPresswire.com/ -- Executive Summary

The [global herbal products market Size](#) was valued at USD 50.55 billion in 2024 and is forecast to reach approximately USD 81.79 billion by 2034, expanding at a CAGR of 6.20% between 2025 and 2034. Growth is underpinned by rising consumer preference for natural and plant-based products, increasing awareness of preventive healthcare, and the expanding role of herbal ingredients in pharmaceuticals, cosmetics, and functional foods.

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The global herbal products market size was approximately USD 50.55 billion in 2024 and is projected to reach around USD 81.79 billion by 2034, with (CAGR) of approximately 6.20% between 2025 and 2034.”

Deepak Rupnar



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Market Drivers

Rising health & wellness awareness – Consumers are increasingly choosing herbal and natural alternatives over synthetic products.

Growing demand for preventive healthcare – Herbal supplements and remedies are gaining traction due to

chronic disease prevalence and lifestyle changes.

Expansion of herbal cosmetics & personal care – Natural skincare, haircare, and beauty products are fueling strong growth in the segment.

E-commerce penetration – Online platforms have widened access to herbal products globally.

Government support & traditional medicine programs – Countries like India (Ayush), China (Traditional Chinese Medicine), and Middle Eastern nations are investing in herbal medicine

integration.

Key Insights:

As per the analysis shared by our research analyst, the global herbal products market is estimated to grow annually at a CAGR of around 6.20% over the forecast period (2025-2034). In terms of revenue, the global herbal products market size was valued at around USD 50.55 billion in 2024 and is projected to reach USD 81.79 billion by 2034.

The herbal products market is projected to grow significantly due to increasing demand for preventive healthcare, the integration of traditional medicine, government support, and a growing geriatric population seeking natural remedies. Based on product type, the herbal supplements segment is expected to lead the market, while the herbal beauty and personal care products segment is expected to grow considerably. Based on application, the dietary supplements segment is the largest, while the personal care and cosmetics segment is projected to experience substantial revenue growth over the forecast period. Based on distribution channel, the supermarkets/hypermarkets segment is expected to lead the market compared to the e-commerce segment. Based on region, Asia Pacific is projected to dominate the global market during the estimated period, followed by Europe.

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Market Restraints

Lack of standardization & quality control – Variability in raw materials and formulations impacts product consistency.

Regulatory challenges – Differing rules for herbal products across regions can slow global expansion.

Competition from synthetic substitutes – Conventional pharmaceuticals and personal care products still dominate in some markets.

Market Segmentation

By Product Type

Herbal Pharmaceuticals & Supplements

Capsules, tablets, powders, syrups

Herbal Cosmetics & Personal Care



Skincare, haircare, aromatherapy products
Herbal Food & Beverages
Teas, functional drinks, fortified foods
Other Products
Essential oils, nutraceutical formulations

By Distribution Channel
Pharmacies & Health Stores
Supermarkets & Hypermarkets
Online/E-commerce Platforms
Specialty Stores

By End Use
Households / Individual Consumers
Healthcare Providers & Clinics
Spas & Wellness Centers

Regional Outlook
Asia-Pacific (APAC)

APAC dominates the herbal products market, driven by long-standing traditions in herbal medicine (Ayurveda, TCM, Kampo). India, China, and Japan are the largest contributors. Rapid urbanization and a surge in herbal cosmetics adoption further support growth.

North America

Strong growth due to increasing consumer preference for clean-label supplements, dietary products, and organic cosmetics. The U.S. leads with robust demand for herbal dietary supplements and plant-based nutraceuticals.

Europe

Europe is a mature but steadily growing market, supported by stringent regulations ensuring quality, as well as high adoption of herbal cosmetics and supplements in Germany, France, and the U.K.

Latin America

Countries such as Brazil and Mexico are witnessing rising consumption of herbal teas, cosmetics, and natural remedies. Rich biodiversity provides a strong raw material base.

Middle East & Africa (MEA)

Growing demand for herbal medicines and wellness products, supported by traditional practices and increasing disposable income. The UAE, Saudi Arabia, and South Africa are major contributors.

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Competitive Landscape & Key Players

The herbal products market is moderately fragmented, with both global brands and regional herbal specialists competing. Players are focusing on R&D, partnerships with farmers for sustainable sourcing, and expansion into e-commerce.

Major Key Players include:

Dabur India Ltd.

Himalaya Wellness Company

Arkopharma Laboratories

Nature's Bounty (Nestlé Health Science)

Schwabe Group

Herbalife Nutrition Ltd.

Ricola AG

Bio-Botanica Inc.

Gaia Herbs

Emami Ltd.

Future Trends

Integration with nutraceuticals & functional foods – Herbal ingredients will be used more widely in energy drinks, fortified snacks, and dietary supplements.

Green cosmetics boom – Rising global demand for herbal beauty and skincare products.

Personalized herbal medicine – AI-driven formulations and DNA-based personalized supplements will gain popularity.

Sustainability & traceability – Companies will increasingly highlight eco-friendly sourcing and fair-trade supply chains.

Conclusion

The global herbal products market is on a steady growth trajectory, expected to surpass USD 81.79 billion by 2034. Asia-Pacific will remain the largest hub, while North America and Europe will see strong consumer-driven adoption. Companies that focus on standardization, quality assurance, digital sales, and sustainability will hold the strongest competitive advantage in this expanding market.

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Deepak Rupnar

Zion Market Research

+1 855-465-4651

richard@zionmarketresearch.com

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