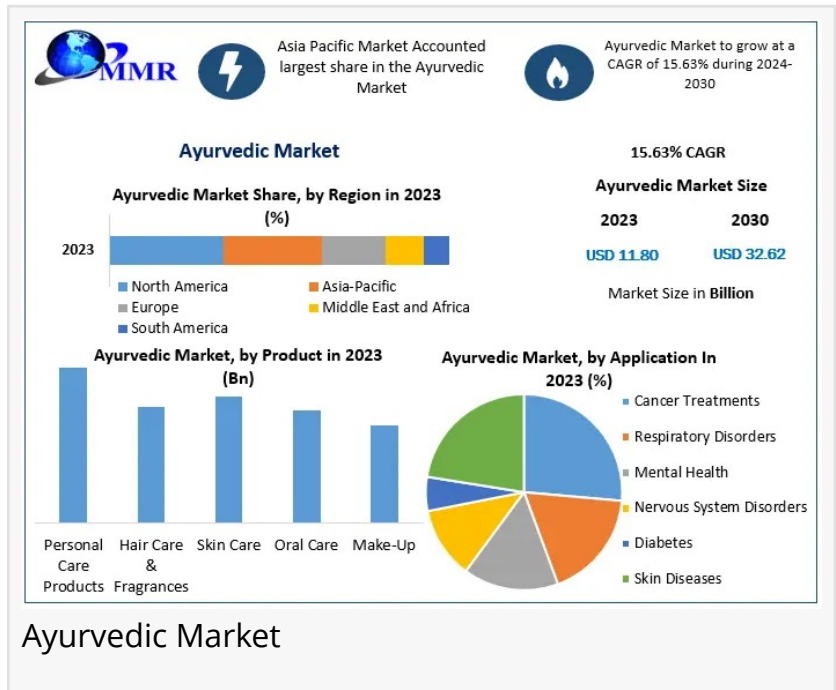


Ayurvedic Market Poised for Growth at a CAGR of 15.63% from 2024-2030

Ayurvedic Market was worth US\$ 11.80 Bn in 2023, and overall revenue is anticipated to rise at a rate of 15.63% from 2024 to 2030

WILMINGTON , DE, UNITED STATES, September 11, 2025 / EINPresswire.com/ -- Maximize Market Research recently announced the publication of its new report, "[Ayurvedic Market](#): Recent Developments, Market Demand-Supply, Market Dynamics, Regional Analysis, Segments, New Technology, and Top Key Players."



Ayurvedic Market Overview

Ayurvedic Market was worth US\$ 11.80 Bn in 2023, and overall revenue is anticipated to rise at a rate of 15.63% from 2024 to 2030, reaching almost US\$ 32.62 Bn in 2030.

“

Healthcare practitioners and wellness enthusiasts are increasingly using Ayurvedic solutions. They combine traditional practices with modern scientific research to provide holistic and sustainable.”

Dharti Raut

The global Ayurvedic market is increasingly witnessing growth over the years, which is anticipated to be driven by rising interest in preventive healthcare as well as natural therapies. The growing consumer shift towards herbal and chemical-free solutions is likely to have a significant contribution to market progression. Moreover, sectors such as medicinal formulations, personal care, skincare, haircare, nutraceuticals, and others progressively adopting Ayurvedic products are anticipated to favor market growth. Furthermore, herbal supplements and immunity boosters increasingly observing a rise in consumption post-

pandemic owing to the rising number of health-conscious consumers are expected to fuel market development.

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Key Insights & Recent Developments

The Ayurvedic Market observes a rising inclination as part of the broader Complementary and Alternative Medicine (CAM) landscape. This is attributable to the incorporation of Ayurvedic practices in various sectors including academic medical centres, specialty clinics, hospitals, and others, which has led to strengthening its role in contemporary healthcare systems.

The recent developments in the Ayurvedic Market include the adoption of cutting-edge processing technologies such as portable on-site processing units and AI-guided systems. Such innovations have led to transformation in production by improving efficiency, consistency, and scalability in formulations. The increasing focus on transparency is transforming supply chains. Blockchain-based systems are being utilized to confirm product genuineness, improve traceability, and build stronger trust among global consumers.

Ayurvedic Market Dynamics

The Ayurvedic product is increasingly witnessing consumer preference for natural and holistic healthcare solutions. This is anticipated to be driven by the increasing number of health-conscious consumers who are increasingly aware of the effectiveness of Ayurvedic products in diabetes, obesity, and stress. Moreover, the increasing technological advancements such as blockchain, e-commerce distribution, artificial intelligence, and others which can be implemented for production, supply chain, research and development, and others are likely to open more opportunities for market growth. The Ayurvedic market restraints include differing regulatory frameworks between countries, shortage of global standardization, and concerns about the quality of the product and its genuineness.

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Ayurvedic Market Regional Analysis

Ayurvedic Market	
By Mode of Sales	Retail Sale Online Sale
By Product	Vitamins Minerals Herbal products Others
By Diseases	Cancer Diabetes Chronic pain Coronary artery disease Others
By Distribution Channel	Supermarkets Pharmacy & Drug Stores Direct Selling Beauty Salons Specialty Stores Internet Retailing Departmental Stores Other Distribution Channels
By Region	North America (United States, Canada and Mexico) Europe (UK, France, Germany, Italy, Spain, Sweden, Austria and Rest of Europe) Asia Pacific (China, South Korea, Japan, India, Australia, Indonesia, Malaysia, Vietnam, Taiwan, Bangladesh, Pakistan and Rest of APAC) Middle East and Africa (South Africa, GCC, Egypt, Nigeria and Rest of ME&A) South America (Brazil, Argentina Rest of South America)

The report provides a detailed breakdown of the market across major regions:

Asia Pacific holds a significant market share in the Ayurvedic market. This is attributable to the rising growth of middle-income earning populations who are willing to spend more on Ayurvedic-related cosmetics, supplements, premium wellness products, and others. Likewise, the rapid adoption of e-commerce platforms among Asia Pacific countries is resulting in market development.

The North America market is anticipated to observe a robust market share. This is likely to be driven by the increasing awareness of preventive healthcare, which has led to a rise in spending on healthcare products including Ayurvedic products to increase holistic wellness, improve immunity, and relieve stress. Moreover, the high demand for plant-based products such as skincare, wellness products, and supplements is expected to favor market development.

Ayurvedic Market Segments Covered

The study segments the market based on Type, Construction Type, and Application. The Ayurvedic Market, based on market segmentation, furniture is the dominant application due to its aesthetic appeal and demand for sustainable, custom-made pieces. By end-user, the commercial sector leads, driven by corporate sustainability goals and the desire to create unique, character-rich spaces. The "Other" category, primarily representing post-consumer Complementary and Alternative Medicine from dismantled structures, is the dominant source type due to its greater abundance and availability.

Ayurvedic Market Trends

The Ayurvedic Market is progressively observing the popularity of herbal and plant-based remedies, which is attributable to consumer demand increasingly shifting towards clean-label, natural, as well as sustainable healthcare solutions. Moreover, the product also witnesses an escalating integration of mind-body therapies including meditation, yoga, and tai chi into conventional wellness programs. This is thus expected to assist in raising awareness in preventive care, mental health, as well as stress management. In addition, digital transformation and personalized medicine, with the incorporation of AI-guided treatment plans, telehealth platforms, and wearable-linked therapies, act as a trend for market development.

Competitive Landscape

In September 2024, Dabur India launched its next-generation Ayurvedic wellness range at the Global Health Expo. This new line includes AI-guided formulation, personalized herbal supplements, and improved quality control systems. Key features are blockchain-enabled supply chain tracking, functional nutraceutical blends, and scientifically validated herbal remedies. These elements help practitioners and consumers access authentic, effective Ayurvedic products worldwide.

In January 2023, Himalaya Wellness teamed up with Organic India to expand Ayurvedic product research and international distribution. This partnership focuses on developing evidence-based herbal therapeutics, ensuring regulatory compliance in North America and Europe, and using e-commerce platforms. These efforts support wider global adoption of Ayurvedic practices and products.

The report profiles key players in the market, including

The Maximize Market Research report profiles key players in the Ayurvedic Market

Ayurvedic LifeStyles Inc.
NutraIngredients-USA
Americanayurveda
Maharishi AyurVeda Products International, Inc.
Uniliver (lever ayush)
Zanducare
welex laboratories pvt. ltd
Khadi Natural
Surya Herbal Limited
Shree Dhootapapeshwar Ltd.
Vicco Laboratories
Shree Baidyanath Ayurved Bhawan Pvt. Ltd.
Forest Essentials
Dabur India Ltd.
Patanjali Ayurved Limited
Hamdard Laboratories
Emami Ltd.
BACFO Pharmaceuticals Ltd.
Charak Pharma
The Himalaya Drug Company
Herbal Hills

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MAXIMIZE MARKET RESEARCH PVT. LTD.

2nd Floor, Navale IT park Phase 3,

Pune Banglore Highway, Narhe

Pune, Maharashtra 411041, India.

+91 9607365656

sales@maximizemarketresearch.com

Lumawant Godage

MAXIMIZE MARKET RESEARCH PVT. LTD.

+ +91 96073 65656

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