

Adaptogens Market Trends, Top Leading Companies, Revenue and Forecast to 2031

Growing consumer awareness about the several health benefits offered by adaptogens to boost the expansion of the global adaptogens market.

WILMINGTON, DE, UNITED STATES, October 8, 2025 /EINPresswire.com/ -- The global [adaptogens market size](#) was generated \$10.3 billion in 2021, and is projected to reach \$20.3 billion by 2031, growing at a CAGR of 7.3% from 2022 to 2031.



The report offers a detailed analysis of the top winning strategies, evolving market trends, market size and estimations, value chain, key investment pockets, drivers & opportunities, competitive landscape, and regional landscape. The report is a useful source of information for new entrants, shareholders, frontrunners, and shareholders in introducing necessary strategies for the future and taking essential steps to significantly strengthen and heighten their position in the market.

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With growing consumer awareness about the several health benefits of adaptogens its demand is expected to increase rapidly in coming years. According to the reports of global organization of stress, it was founded that almost 75% of the people experience moderate to high level of stress in the recent years. And to cure such kind of stress, adaptogens are prone to be a novel pharmaceutical solution to it. In addition, rise in demand for adaptogen from beverage industry and healthy food consumers, as adaptogen is available in powder form which help to reduce anxiety and increase the mental stability. Thus owing to rise in health concerns among people and the increase in popularity of adaptogens and their health benefits across globe.

Adaptogens are available in various different types, such as ashwagandha, ginseng, astragalus, holy basil, rhodiola rosea, schisandra, adaptogen mushrooms, and others, All these adaptogen

herbs and mushrooms have great medicinal properties. These adaptogens can be consumed in different forms such as food & beverage, tea, and dietary & sport supplements. The hectic and stressful lifestyle of customers surges the demand for adaptogen, it helps individual's body respond to stress, anxiety, fatigue, and overall wellbeing. In addition, adaptogens help to bring body back to a steady balance by managing both physical and mental stress.

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Adaptogen herbs such as ashwagandha grows in the desert and rhodiola rosea in the Andes Mountains' highest peaks. Ingredients such as ashwagandha, rhodiola rosea, and holy basil have been linked to a variety of health benefits, including ashwagandha's ability to improve sleep and mental performance. These are easily available to customers in stores as well as online in different forms.

The adaptogen market is segmented into source, end use, application, distribution channel, and region. On the basis of source, the market is classified into ashwagandha, ginseng, astragalus, holy basil, rhodiola rosea, schisandra, adaptogen mushrooms, and others. Among these, the ashwagandha segment occupied the major share of the Adaptogens Market, and is projected to maintain its dominance during the Adaptogens Market Forecast period. The growth of the processed ashwagandha segment is attributed to nutrients and health benefits provided by it. However, the other Adaptogens Market Analysis segment is anticipated to grow in the future.

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Based on region, the market across Asia-Pacific held the largest market share in 2021, holding nearly one-third of the global market share. However, Asia-Pacific is set to dominate the global market share in 2031. Nonetheless, the North America adaptogens market is expected to register the fastest CAGR of 8.0% during the forecast period.

The key players analyzed in the global [adaptogens industry](#) report include Dabur India Ltd, PLT Health Solutions, Emami Limited, kairali ayurvedic group, Himalaya Wellness, Colgate-Palmolive Company, Procter & Gamble, Patanjali Ayurved Limited, ENOMARK BIOTECH (ENOMARK HEALTHCARE), Givaudan International SA (NATUREX S.A.), Shahnaz Ayurveda Pvt. Ltd., Shree Baidyanath Ayurveda Bhawan Pvt. Ltd, Unilever, Riaan Wellness Pvt. Ltd., and INDENA S.P.A.

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David Correa

Allied Market Research

+ + + + +1 800-792-5285

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