

Ayurvedic Cosmetic Products Market CAGR to be at 14.3% from 2025 to 2029 | \$3.11 Billion Industry Revenue by 2029

*The Business Research Company's
Ayurvedic Cosmetic Products Global
Market Report 2025 – Market Size,
Trends, And Global Forecast 2025-2034*

LONDON, GREATER LONDON, UNITED
KINGDOM, November 12, 2025

/EINPresswire.com/ -- What Is The
Projected Market Size & Growth Rate
Of The [Ayurvedic Cosmetic Products Market?](#)

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The market for ayurvedic cosmetic products has seen significant expansion in the past few years. The market size, which was \$1.59 billion in 2024, is predicted to surge to \$1.83 billion in 2025, with a Compound Annual Growth Rate (CAGR) of 14.7%. The historic growth can be credited to

factors like heightened awareness about natural treatments, a surge in demand for skincare products free of chemicals, the growing appeal of traditional medicine, proliferation of ayurvedic retail stores, and a rising preference among consumers for herbal products.

The market size for ayurvedic cosmetic products is projected to experience swift expansion in the ensuing years, reaching \$3.12 billion in 2029 with a 14.3% compound annual growth rate (CAGR). Factors propelling this growth in the forecast period include higher demands for eco-friendly packaging, broadening of international

distribution channels, escalated governmental backing for herbal commodities, and a rising interest in tailor-made skincare solutions. Key trends within this forecasted period encompass advancements in herbal extract technology, the digital advancement and e-commerce incorporation, the fusion of ayurveda and modern scientific studies, the integration of Artificial Intelligence and personalized skincare, and worldwide expansion and market penetration.

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What Is The Crucial Factor Driving The Global Ayurvedic Cosmetic Products Market?

The growth of the ayurvedic cosmetic products market is anticipated to be fueled by a rising demand for organic and natural goods. Goods that are organic and natural are composed of components derived from plants, minerals or other natural supplies, and do not contain synthetic chemicals, pesticides, or fertilizers. The surge in demand for these products is a result of growing consumer awareness about the possible health hazards linked to synthetic chemicals. Ayurvedic cosmetic products, which utilize plant-based ingredients and herbal recipes, align with organic and natural standards and are thus preferred by customers wanting to avoid chemically laden personal care items. These products naturally nourish the skin and hair, lowering exposure to synthetic material and boosting overall health and aesthetics. The Organic Trade Association (OTA), a business association based in the US, reported in May 2024, sales of authenticated organic products hit a record of \$69.7 billion in 2023, reflecting a 3.4% increase from the prior year. As such, the mounting demand for organic and natural goods is propelling the expansion of the ayurvedic cosmetic products market.

Who Are The Emerging Players In The Ayurvedic Cosmetic Products Market?

Major players in the Ayurvedic Cosmetic Products Global Market Report 2025 include:

- Marico Limited
- Patanjali Ayurved Ltd.
- Lifevision Healthcare and Cosmetics Private Limited
- Emami Ltd.
- Himalaya Drug Company
- Lotus Herbals Pvt. Ltd
- HCP Wellness Pvt. Ltd.
- Sage Herbals Pvt. Ltd.
- Forest Essentials Pvt. Ltd.
- The Tribe Concepts Pvt. Ltd.

What Are The Future Trends Of The Ayurvedic Cosmetic Products Market?

Companies making a significant impact in the ayurvedic cosmetic products market are prioritizing the creation of innovative products, including dermatologically tested formulations, to augment product safety, effectiveness, and adaptability for sensitive skin. This type of formulation signifies that a skincare or cosmetic product is scientifically examined on human skin in supervised surroundings to guarantee its safety, non-irritancy, and compatibility with a range of skin types. For example, in September 2025, a U.S.-based personal care company, CALDRE, unveiled an Ayurvedic skincare range specifically engineered for babies, children, and persons with sensitive skin. This range utilizes mild, botanical components such as neem, aloe vera, and sandalwood to offer intense nourishment, sustained moisture, and to soothe inflammation. These dermatologically tested formulations are safe, eliminate synthetic chemicals and promote cellular repair and skin barrier durability for a healthy, glowing skin.

These products aim to provide effective, holistic care that shelter delicate skin while adopting the intelligence of nature.

What Segments Are Covered In The Ayurvedic Cosmetic Products Market Report?

The ayurvedic cosmetic products market covered in this report is segmented –

- 1) By Product Type: Skin Care Products, Hair Care Products, Body Care Products, Oral Care Products, Makeup Products
- 2) By Ingredient Type: Natural Ingredients, Synthetic Ingredients, Organic Ingredients
- 3) By Distribution Channel: Online Stores, Supermarkets Or Hypermarkets, Specialty Stores, Other Distribution Channels
- 4) By End-User: Men, Women, Unisex

Subsegments:

- 1) By Skin Care Products: Face Creams And Lotions, Serums And Oils, Face Masks And Scrubs
- 2) By Hair Care Products: Shampoos, Conditioners, Hair Oils
- 3) By Body Care Products: Body Lotions And Creams, Body Oils, Body Wash And Soaps
- 4) By Oral Care Products: Toothpaste, Toothpowder, Mouthwash
- 5) By Makeup Products: Lipsticks And Lip Balms, Foundations And Concealers, Eye Makeup

View the full ayurvedic cosmetic products market report:

<https://www.thebusinessresearchcompany.com/report/ayurvedic-cosmetic-products-global-market-report>

Which Region Is Projected To Hold The Largest Market Share In The Global Ayurvedic Cosmetic Products Market?

In the Ayurvedic Cosmetic Products Global Market Report 2025, Asia-Pacific stood as the predominant region in 2024 and is projected to witness the swiftest growth during the projected term. The report encompasses several regions, including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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