US Herbal Medicine Market to reach USD 56.0 Billion by 2035 at 9.33% CAGR

US Herbal Medicine Market to Grow from USD 21.0 Billion in 2024 to USD 56.0 Billion by 2035-Driven by Rising Demand for Natural Remedies, Preventive Healthcare



US Herbal Medicine Market 2025-2035

NY, CA, UNITED STATES, September 11, 2026 /EINPresswire.com/ -- As per Market Research Future, the US Herbal Medicine Market size is projected to reach USD 56.0 Billion by 2035 from USD 22.96 Billion in 2025, at a CAGR of 9.33% during the forecast period 2025--2035. The market base was estimated at USD 21.0 Billion in 2024.

The 9.33% CAGR---anchored by structural shifts in American health and wellness behavior---is propelled by three converging forces: the rising consumer preference for natural remedies and holistic health practices, with growing awareness of the potential side effects of synthetic pharmaceuticals driving individuals toward herbal products perceived as safer and more efficacious; advancements in product formulation and quality assurance, particularly organic and sustainably sourced ingredients, standardized extracts, and dosage-controlled capsules and tablets, which significantly improve consumer confidence and convenience; and the expansion of e-commerce platforms and pharmacy distribution channels, which enhance product accessibility, selection, and consumer engagement across the nation.

Global and domestic wellness companies are amplifying this momentum. The US herbal supplement industry was valued at approximately USD 8 billion in 2023, reflecting robust underlying demand for preventive health solutions. Approximately 30% of adults in the US have used herbal supplements, indicating a mainstream shift toward natural health solutions. Herbal dietary supplements dominated category revenue at USD 8.5 billion in 2024, while hospital and retail pharmacies recorded USD 12.6 billion and e-commerce USD 8.4 billion in the same year. Regulatory bodies are also becoming more involved, establishing guidelines that ensure quality and safety standards for herbal remedies. These forces are creating the retail infrastructure and

consumer demand on which the US Herbal Medicine Market depends.

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Key Market Trends & Growth Drivers

Rising Demand for Natural Remedies

The market is witnessing an increasing demand for natural alternatives to conventional medicine. As consumers grow more informed about the health benefits of various herbs through a rising number of scientific studies, more individuals are seeking effective herbal interventions. This trend indicates a shift in consumer attitudes towards proactive health management, with herbal products being recognized for their perceived safety, efficacy, and holistic benefits. Herbalife continues expanding its product line to include more herbal supplements, enhancing its market presence.

Advancements in Formulation and Quality Assurance

Innovations in product formulation and quality control are becoming a hallmark of the industry. Companies are exploring standardized extracts, organic and sustainably sourced ingredients, and convenient dosage forms. These advancements aim to enhance consumer trust and convenience, potentially leading to better health outcomes and increased market penetration. Extracts held the largest share among product forms in 2024, valued at USD 8.0 billion, driven by consumer preference for liquid formulations perceived as more potent and effective.

Expansion of Online Sales Channels

The expansion of e-commerce platforms is transforming how consumers access herbal products. Online shopping provides convenience and a wider selection, making it easier for individuals to explore and purchase herbal remedies from the comfort of their homes. E-commerce held the largest share among distribution channels in 2024, valued at USD 8.4 billion, while hospital and retail pharmacies---valued at USD 12.6 billion---represent the fastest-growing channel as herbal medicine integrates into conventional healthcare practices. Nature's Way continues emphasizing innovation in organic and sustainably sourced formulations that resonate with online consumers.

Shift Towards Preventive Healthcare

The rising focus on preventive healthcare is a primary driver. As healthcare costs continue to rise, many individuals are seeking ways to maintain their health proactively rather than reactively, and herbal remedies align with this preventive approach. The market is projected to

expand as consumers increasingly incorporate herbal products into their daily routines to enhance overall health. The COVID-19 pandemic further accelerated this growth, as individuals prioritized immune health---elevating segments such as Echinacea, the dominant medicinal plant segment, and Aloe Vera, one of the fastest-growing plants in the category.

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Market Segment Insights

BY FORM

Extracts: Largest segment, valued at USD 8.0 billion in 2024 and projected to reach USD 32.0 billion by 2035, driven by consumer preference for liquid formulations perceived as more potent and effective.

Capsules & Tablets: Fastest-growing form, expected to reach USD 24.0 billion by 2035, appealing to consumers seeking convenient, dosage-controlled herbal supplementation.

Powders: Expected to grow from USD 4.2 billion in 2024 to USD 11.2 billion by 2035, catering to specific formulation needs and preferences.

Syrups: Valued at USD 5.03 billion in 2024 and forecasted to reach USD 19.06 billion in 2035, serving traditional remedy formats.

BY DISTRIBUTION CHANNEL

E-Commerce: Largest channel with USD 8.4 billion in 2024, significantly favored by consumers for its convenience and wide selection of products from multiple vendors.

Hospital & Retail Pharmacies: Fastest-growing channel, valued at USD 12.6 billion in 2024, driven by the increasing integration of herbal medicine into conventional healthcare practices and strategic partnerships between pharmacies and herbal producers.

BY CATEGORY

Herbal Dietary Supplements: Largest category with USD 8.5 billion in 2024, dominating due to wide acceptance and increasing consumer awareness regarding health and wellness.

Herbal Beauty Products: Fastest-growing category, propelled by rising consumer demand for natural ingredients and holistic health solutions.

Herbal Functional Foods: Valued at USD 5.0 billion in 2024, contributing significantly to overall market dynamics with specific consumer preferences driving growth.

Herbal Pharmaceuticals: Significant share, reflecting the structured, evidence-supported segment of herbal medicine applications.

BY TYPE OF MEDICINAL PLANT

Echinacea: Dominant segment, accounting for a significant portion of the market due to its well-established use in immune support.

Aloe Vera: One of the fastest-growing plants, gaining popularity for diverse health benefits and accelerated by post-pandemic immune health prioritization.

Camellia Sinensis: Projected to reach USD 10.0 billion by 2035, supported by growing evidence of its wellness benefits.

Other Key Plants: Curcuma Longa, Zingiber Officinale, Allium Sativum, Cinnamomum Spp, Vaccinium Macrocarpon, and Actaea Racemosa each contribute to a dynamic market landscape.

BY SOURCE

Leaves: Largest source segment, benefiting from widespread application in various remedies and strong consumer preference as a staple ingredient in herbal formulations.

Roots & Barks: Fastest-growing source, driven by increasing research supporting their medicinal properties and the rising popularity of traditional practices.

Whole Plants and Fruits: Significant shares, supported by the trend toward sustainable and organic sourcing as consumers seek quality over quantity.

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Demand Landscape

Preventive Health Spending as the Base Load

The US herbal medicine market is benefiting from a broader societal shift towards preventive healthcare. With healthcare costs continuing to rise, consumers are incorporating herbal products into daily routines---from immune-supporting Echinacea to wellness-oriented Camellia

Sinensis---generating recurring demand across supplements, functional foods, and beauty categories.

Digital Commerce and Retail Integration

The rise of e-commerce platforms facilitates easier access to a diverse range of herbal remedies, allowing consumers to explore various options from the comfort of their homes. At the same time, strategic partnerships between pharmacies and herbal medicine producers are expanding shelf presence in conventional healthcare channels, reinforcing accessibility and mainstream acceptance.

Sustainability and Consumer Values

Sustainability is becoming a key driver, as consumers---particularly younger demographics---increasingly support brands that prioritize eco-friendly sourcing and production practices. Companies are adapting their sourcing and production methods accordingly, with sustainability initiatives enhancing brand loyalty and market share among environmentally conscious consumers.

Competitive Landscape and Recent Developments

The US herbal medicine market is characterized by dynamic competition and steady growth, driven by increasing consumer interest in natural remedies and holistic health solutions worldwide. The market appears moderately fragmented, with a diverse range of products and brands, yet the influence of major players remains significant.

KEY COMPANIES AND RECENT MILESTONES

Herbalife (US) (August 2025): Announced a partnership with a leading technology firm to develop a digital platform aimed at enhancing customer engagement through personalized health recommendations, aligning with the increasing trend towards digital health solutions.

Nature's Way (US) (September 2025): Launched a new line of herbal supplements specifically targeting immune health, reflecting a proactive approach to meeting consumer needs in a health-conscious market.

Gaia Herbs (US) (October 2025): Unveiled a new sustainability initiative aimed at reducing its carbon footprint by 30% over the next five years, positioning the brand favorably among environmentally conscious consumers.

Traditional Medicinals (US) (July 2025): Expanded its distribution channels by partnering with major retail chains, increasing accessibility to its herbal products and reinforcing its market presence.

Other Key Players: Schwabe Pharmaceuticals (DE), Dabur (IN), Himalaya Wellness (IN), Zandu Pharmaceutical Works (IN).

Market Development (March 2023): iHerb announced a partnership with wellness brands to enhance its herbal product distribution, signaling growing collaboration across the sector.

Future Outlook: 2025--2035

The US Herbal Medicine Market is projected to reach USD 56.0 billion by 2035, growing at a CAGR of 9.33%, driven by rising consumer demand for natural remedies, preventive healthcare adoption, and expanding distribution channels.

New opportunities lie in:

- Development of personalized herbal supplement lines based on genetic profiling

- Expansion of e-commerce platforms for herbal products targeting niche markets

- Partnerships with healthcare providers for integrated herbal treatment programs

By 2035, the US Herbal Medicine Market is expected to achieve substantial growth and diversification.

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