

US Ayurveda Market Research Report Forecast to 2030

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Report description:

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Market Overview

The growth of the ayurveda market is attributed to the increasing awareness associated with ayurveda through initiatives taken by ayurveda and yoga centers in the US and Indian ayurveda players who aim to expand in the US market. However, the lack of awareness relating to ayurveda is expected to hamper market growth.

Ayurveda is a natural system of medicine with historical roots in India. The treatment options in ayurveda can include herbal medicines, acupuncture, yoga, massage therapy and dietary changes. It is considered as one of the world's oldest healing systems. Most of the raw materials used in ayurveda arise from plant origin, parts like leaves, barks, herbs, and seeds.

The growing awareness through ayurveda and yoga centers and institutes, as well as the tie-up of ayurveda market players with a renowned US e-commerce website and the launch of storefronts, are the factors that are driving the growth of the US ayurveda market. However, a lack of awareness associated with ayurveda is restraining the US market's growth. Nonetheless, it is anticipated that obtaining a US patent and investing in digitization and e-commerce websites will likely create lucrative opportunities in the coming years.

Market Segmentation

Based on products, the market has been segmented into ayurvedic personal care products, ayurvedic medicine, and ayurvedic nutraceuticals & dietary supplements.

Based on application, the market has been segmented into personal care and healthcare. The personal care segment is segmented into hair care, oral care, skincare, and cosmetics.

Based on the distribution channel, the market has been segmented into an offline channel and an online channel. The online segment is further segmented into e-commerce websites, online stores, and others.

Regional Analysis

From the last decade, the South American ayurveda market has been expanding steadily. There is a significant movement in South America to introduce ayurveda. Brazil, Colombia, Cuba, and Nicaragua are among the major countries contributing to the growth of the South American ayurveda market. Furthermore, the International Maharishi AyurVeda Foundation, Prema Ayurveda Health Foundation, Argentine Medical Association, and Brazilian School of Ayurveda are signing a memorandum of understanding

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with Indian ayurvedic association to raise awareness about ayurveda in the region.

Major Players

Dabur Ltd (India), Patanjali Ayurveda (India), Banyan Botanicals (US), Kottakkal Arya Vaidya Sala (India), and Amrutanjan Health Care Limited (India), Vicco Laboratories (India), Ayush Herbs, Inc (US), Vadik Herbs (US), Planetary Herbals (US), Baidyanath Ayurveda (India), and others.

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