

Indian Exotic Herbs Market Report and Forecast 2024-2032

Market Report | 2023-11-18 | 158 pages | EMR Inc.

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Report description:

Indian Exotic Herbs Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Indian exotic herbs market attained a significant value in 2023. Aided by rising exports of medicinal herbs by India and the introduction of favourable government measures, the market is projected to witness a healthy growth between 2024 and 2032.

Exotic herbs in India refer to the wide array of rare and distinct herbs not typically found in ordinary kitchen gardens. They have traditionally held an esteemed position in Ayurveda, a holistic health approach rooted in Indian culture. Ranging from Ashwagandha and Brahmi to Moringa and Shatavari, these herbs are renowned for their therapeutic properties and health benefits. Beyond their medicinal value, they also feature prominently in gourmet cuisine, beauty and personal care products, and even beverages.

One of the significant Indian exotic herbs market trends is the move towards organic and sustainably sourced herbs. This is buoyed by an ever-increasing consumer awareness about the importance of chemical-free products for overall health and wellness. This preference for organic has become a defining ethos for the modern Indian consumer.

Furthermore, the Indian exotic herbs market growth can be attributed to the rapidly expanding health and wellness industry in the nation. With escalating health consciousness and a rising disposable income, the urban population, in particular, is actively seeking natural alternatives for preventive healthcare. This has increased the demand for herbal supplements, teas, and functional foods enriched with these exotic herbs.

Besides, the Indian exotic herbs market demand is supported by the growing beauty and personal care sector. With their anti-inflammatory, anti-ageing, and skin-enhancing properties, these herbs are now an essential ingredient of the cosmetic world. Brands, both domestic and international, are infusing their product lines with these herbs, marketing them as the ultimate natural solution for skin and hair concerns.

The Indian exotic herbs market analysis indicates that the hospitality and gourmet food industry is also an emerging segment in this market. With an aim to offer unique and enriched culinary experiences, chefs and restaurateurs are turning to these herbs to boost flavours and infuse their dishes with both- an exceptional taste and myriad health benefits. This has led to a surge in the usage of these herbs in everything from fine dining dishes to artisanal beverages.

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Market Segmentation

The market can be divided based on variety, sector, distribution channel, and region.

Market Breakup by Variety

- Basil
- Lemon Grass
- Parsley Leaves
- Chives
- Oregano Fresh
- Garlic Chives
- Rosemary Fresh
- Others

Market Breakup by Sector

- Organised
- Unorganised

Market Breakup by Distribution Channel

- Supermarket/Hypermarket
- Retail Stores
- Online
- Others

Market Breakup by Region

- North India
- East and Central India
- West India
- South India

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Indian exotic herbs market. Some of the major players explored in the report by Expert Market Research are as follows:

- Shreenath Agro Tech Pvt Ltd
- Lawrencedale Agro Processing India Pvt Ltd.
- Nisarg Nirman Agro Products Pvt. Ltd.
- Anusayafresh
- Green Earth Fresh Produce (P) Ltd.
- Aayurmed Organic Herbals LLP
- Mother Herbs (P) Ltd
- Suminter India Organics
- All-Season Herbs Pvt. Ltd.
- Natures Basket Limited
- SPAR India
- Others

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