

## **Herbal/Traditional Products in India**

Market Direction | 2025-01-20 | 25 pages | Euromonitor

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### **Report description:**

Herbal/traditional products in India is projected to see robust retail current value growth in 2024, with sales and growth set to be driven primarily by herbal/traditional dietary supplements, as well as the overarching health and wellness trend. As consumers become more health-conscious, there is a noticeable shift towards consumers incorporating herbal and natural products into their daily routine, particularly for nutritional and wellness needs.

Euromonitor International's Herbal/Traditional Products in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024, allowing you to identify the sectors driving growth. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Herbal/Traditional Products market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
January 2025

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Ingredient transparency drives consumer trust in herbal/traditional products in 2024

Dabur continues to lead herbal/traditional products, closely followed by Emami

##### PROSPECTS AND OPPORTUNITIES

Traditional Ayurveda knowledge, and familiarity with natural ingredients to drive growth

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