

India Wellness Tourism Market Report and Forecast 2025-2034

Market Report | 2025-06-20 | 250 pages | EMR Inc.

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Report description:

The India wellness tourism market was valued at USD 21.23 Billion in 2024 driven by India's deep-rooted traditions in ayurveda, yoga, naturopathy, and siddha systems positioning it as a globally attractive destination for holistic healing. It is expected to grow at a CAGR of 6.50% during the forecast period of 2025-2034 and attain a market value of USD 39.85 Billion by 2034.

Post-pandemic, interest in mental and physical well-being has surged among people, creating new opportunities in the market. Additionally, government initiatives like "Heal in India" and the digital promotion of AYUSH further accelerate market growth and global visibility.

India Wellness Tourism Market Overview

Wellness tourism involves travel primarily aimed at maintaining or enhancing personal health and well-being. It includes activities such as yoga, meditation, spa treatments, Ayurveda, naturopathy, and holistic healing in serene and natural settings. Travellers seek physical, mental, and spiritual rejuvenation, often combining traditional practices with modern therapies. This sector is rapidly growing due to rising global health awareness, lifestyle-related stress, and the demand for preventive healthcare, making wellness tourism a key component of the global travel and health industries.

India Wellness Tourism Market Growth Drivers**Uttarakhand's Holistic Wellness Initiative to Boost Market Value**

Growing interest in spiritual wellness and government backing for traditional therapies are major drivers of India's wellness tourism sector. For instance, in December 2024, Uttarakhand announced its pioneering Yoga Policy, aiming to position the state as a global hub for yoga, Ayurveda, and wellness tourism. The initiative includes integrating yoga into healthcare, enhancing AYUSH research, and hosting global events like the World Ayurveda Congress. This holistic strategy is poised to significantly enhance India's global wellness reputation, boosting tourist arrivals, service offerings, and overall market value during the forecast period.

India Wellness Tourism Market Growth Trends

The major market trends include rising international partnerships as well as government support.

Economic Advancements Benefiting India Wellness Tourism Market Development

The market is poised for substantial growth, driven by the country's rising popularity as a global travel destination. Recent advancements in hospitality infrastructure, expected to contribute INR 2,60,52,000 crore (USD 3 trillion) to India's GDP by 2047, will bolster the wellness tourism sector. This surge is significant, given tourism's vital role in foreign exchange earnings and socioeconomic development. As the hospitality industry expands, wellness tourism is set to benefit from these infrastructural and economic advancements, attracting more health-conscious travellers globally.

India Wellness Tourism Market Segmentation

The market report offers a detailed analysis of the market based on the following segments:

Market Breakup by Service Type

- Beauty and Anti-Ageing
- Health and Nutrition
- Fitness and Weight Management
- Preventive and Personalized Medicine
- Complementary and Alternative Medicine
- Spa
- Workplace Wellness
- Others

Market Breakup by Travel Type

- Domestic
- International

Market Breakup by Purpose

- Primary Travel
- Secondary Travel

India Wellness Tourism Market Share

Beauty and Anti-Ageing to Hold a Significant Share of the Market

The beauty and anti-ageing segment leads the market due to growing consumer demand for aesthetic treatments and age-defying solutions. With increasing awareness and rising disposable incomes, more people are seeking specialized services like skin rejuvenation, anti-ageing therapies, and cosmetic procedures. This segment's popularity is further driven by the presence of advanced medical tourism infrastructure, making India a preferred destination for individuals looking to enhance their beauty and maintain youthful appearance.

Leading Players in the India Wellness Tourism Market

The key features of the market report comprise funding and investment analysis, and strategic initiatives by the leading players. The major companies in the market are as follows:

Wyndham Hotels & Resorts, Inc.

Headquartered in Parsippany, New Jersey, Wyndham Hotels & Resorts, established in 1981, is a global hotel company with a diverse portfolio of over 9,000 hotels worldwide. Its brands include Super 8, Days Inn, Ramada, and Wyndham Grand. Known for offering a range of accommodations, from budget-friendly to premium, Wyndham caters to both leisure and business travellers, providing convenient and accessible stays in various destinations.

Red Carnation Hotels Ltd.

Red Carnation Hotels, established in 1994 and headquartered in London, is a luxury hotel collection with properties in the UK, Europe, and the US. The brand is renowned for its exceptional service, boutique hotels, and elegant design. Its portfolio includes iconic hotels like The Rubens at the Palace and The Chesterfield Mayfair. Red Carnation focuses on providing personalized experiences, luxury amenities, and a deep commitment to sustainability and community engagement within the luxury hospitality sector.

Other players in the market include Niraamaya Wellness Retreat, Atmantan Wellness Center, Ananda in Himalayas and Vana Retreat.

Key Questions Answered in the India Wellness Tourism Market

- What was the India wellness tourism market value in 2024?
- What is the India wellness tourism market forecast outlook for 2025-2034?
- What are the major factors aiding the India wellness tourism market demand?
- How has the market performed so far, and how is it anticipated to perform in the coming years?
- What are the market's major drivers, opportunities, and restraints?
- What are the major India wellness tourism market trends?
- Which service type will lead the market segment?
- Which travel type will lead the market segment?
- Who are the key players involved in the India wellness tourism market?
- What is the patent landscape of the market?
- What are the current unmet needs and challenges in the market?
- How are partnerships, collaborations, mergers, and acquisitions among the key market players shaping the market dynamics?

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