

# THE GROWTH OF AYURVEDIC PRODUCTS IN INDIA.

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## 1.1 Introduction

Ayurvedic products are gaining importance in the recent years. The business based on ayurvedic products are also growing sustainable. According to a report submitted by Global ayurveda Summit in Kochi, the ayurvedic products are used by the Indian households accounting in to 77 percent. It is because of the importance given to healthy lifestyles (The news minute 2018). The Ayurvedic Sector is expected to grow tremendously. Because the sale of ayurvedic products in 2018 was 4.4 billion or roughly Rs.30, 000 crore, and it is projected that the ayurveda Industry will record a CAGR of 16 percent in 2025. The growth of this sector is due to India's ageing population and the rise of young population who are going health conscious.(Business line 2018).

## 1.2 Market growth :

The ayurvedic products are accepted worldwide because of its medicinal healing qualities. The ayurvedic products are known for its side effects and helps in the detoxification of the harmful toxins in the body. The ayurvedic products are majority classified in the two categories viz, personal care and healthcare products. Chemical free herbal products are stamped for personal care products. The healthcare products are widely to care asthma, allergies, hypertension, Insomnia, marvelous disorders, inflammation and others. The ayurvedic products have good markets in North America, Europe, Asia-pacific, Brazil, Argentina, Saudi Arabia and South Africa. The key players of ayurvedic products are Dabur India Ltd., The Himalaya Drug company (India), Patanjali Ayurveda limited, Basic Ayurveda, Herbal Hills, Planet Ayurveda (Market Research Future Report May, 2019).

The Ayurvedic products are used to treat abdominal, skin and sexual problems also. It is also used to treat diabetes, Cancer, depression and Cardiovascular diseases. In the modern days of now people are using ayurvedic products to treat physical, Mental and genetic issues. (Bio spectrum, July 2019).

The ayurvedic products are having a good name in the FMCG sector involving with the products like foods, beverages toiletries, and so on. The products of the said category are well sold by the suppliers of Dabur, Baidanath and Landu, which accounts for 85 percent of sale in the Indian market. The Dabur Ayurvedic has over 260 medicines for treating body ailments, Common cold and chronic panalysis. The products viz, Dabur chavan prash, Hajmola Digestive tablets, Dabur Amla Hair oil, Vatika and Lal Dant panjan have registered remarkable sales and growth. The Baidanath and Ayurvedic Bhawan Ltd are concentrating on cosmetic, hair

care and herbal teas and massage oils.(The Ayurvedic Medicine Industry In dia.html). The India Ayurvedic products are sold fewer than two ways viz., Retail and Online. The ayurvedic products market is famous for the product and application. The product segment includes oral care, makeup skincare which includes Moisturizer, Scrub, Creams and face wash. The products also include Hair care and Facial health care products which includes Dietary supplements, ayurvedic nutraceuticals and ayurvedic medicines, The application sector includes products for skin diseases Cardiovascular, Diabetics, Auto immune diseases cancer mental health, nervous system dis orders. The products are distributed by pharmacy and Drug stores, Internet retailing and supermarkets. The confederation of Indian Industry in their study has pointed out that, the ayurvedic industry is suffering due to acute shortage of man power shortage of quality raw materials, shortage of medicinal plants and adverse weather conditions. The industry can grow better by expanding their brand image.

#### 1.4. Conclusion:

The ayurvedic products are well accepted by all class of people because, all the ingredients used herbals and it does not create any side effects. This word “no side effects have created and perceived well by the consumers” as “Herbs are Healthy”. Family culture, recommendations from relatives was the greatest motivations to consumer for using ayurvedic products.

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