



# Marketing Prospects of Ayurvedic Medicines and Products in India in the Post pandemic era

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**Abstract :** Post-pandemic, the world has started looking towards Ayurveda for treatments to restore the wellness of their citizens because of the lack of permanent cures for chronic diseases and immunity-destroying side effects of conventional medicines. Ayurveda is becoming more popular and well-known. Ayurveda is a life science that emphasizes a holistic approach to health and tailored medicine. It has a high potential for treating chronic diseases, geriatric health issues, and promoting health and well-being. The fundamental reason for Ayurveda's appeal is the method of treatment. Ayurvedic medicine, unlike other kinds of medical practice, is not limited to a single disease or diseased part. Instead, it focuses on holistic healing of the body as a whole. The Ayurvedic methods of therapy are catching everyone's imagination faster than ever and promise to be the next big thing in the medical and wellness industry. Post-pandemic trends suggest that raising awareness concerning a healthy lifestyle and increasing preference for natural products with no side effects have led to the expansion of the Ayurveda market, that too globally. A significantly large share of this market would be centered in India being the origin of Ayurveda. The reason for this renewed interest in herbal products is attributed to the ever-increasing evidence of the harmful side effects of modern synthetic products. Hence, scientific knowledge of Ayurvedic medicines has to be transmitted systematically to provide consumer satisfaction. Ayurveda has a brilliant future in India as a business proposition due to the ever-increasing global demand for natural medicines and therapies in the post-pandemic era. The increase in research and development activities on ayurvedic medicines have enhanced the marketing prospects in the field of Ayurveda. Validation and standardization of existing ayurvedic medicines and development of new product categories in the market is its primary focus.

**IndexTerms - Post-pandemic, Ayurveda, side effects, healthy lifestyle, Ayurvedic medicines.**

## I. INTRODUCTION

Unlike the Allopathic system of Medicine where the human body is considered a machine and takes a reductionist approach, Ayurveda considered the human body as a continuum of nature with consciousness at its core. The all-inclusiveness of Ayurveda and its willingness to put the welfare of the patient above everything else is unique.[1] Ayurvedic treatment is generally multimodal in its approach, and treatments are decided based on varying clinical presentations, and stages of disease progression, and customized according to the patient's characteristics.

Ayurveda has a lot of potential and prospects for both long term COVID prevention and treatment. This is the reason why, after recovery from the acute phase of the disease, many patients seek Ayurvedic treatment for long-term lingering side effects. Clinical trials carried out in the past 1 year on the management of COVID-19 have reported that Ayurveda management is beneficial in mild to moderate cases of COVID-19 without long-term lingering symptoms, especially as an add-on treatment. This suggests that if Ayurvedic treatment is combined with contemporary medicine during the acute stage, adverse effects may be minimized and there will be no long term residual symptoms.[2]

In classical Ayurvedic literature, the preventive and curative treatments for communicable diseases are mentioned. Scientific validation, excellent treatment results, closeness to nature and increased awareness of health among consumers post-pandemic are the major contributors to the increased market potential of Ayurvedic medicines. Ayurveda, as the science of life, spreads nature's gifts for living a healthy and happy life. The vast knowledge base of Ayurveda on preventative care stems from the notions of "Dinacharya" - daily regimes - and "Ritucharya" - seasonal regimes to preserve a healthy life. It is a science focused on plants. The simplicity of self-awareness and the harmony that each individual can achieve by boosting and maintaining immunity is highlighted throughout Ayurveda's traditional writings.

## II. POST PANDEMIC SCENARIO

Since November 2019, the world is facing an entirely new experience of the Corona pandemic situation. Many doctors, health professionals, nurses, police officers, cleanliness workers, and civilians lost their lives in the initial phase. WHO, Research workers, and doctors tried to understand this disease, but after every few days, they come across some new facts. Ayurveda, being an ancient science, definitely guides us in to fight against this fatal disease.[3]

In the modern world, rational medication use is crucial, particularly in a nation like India where there is a stark difference in the accessibility of medications between cities and rural areas. The concept of rational use of medicines has not yet fully penetrated the minds of healthcare providers or the public, and as a result, there is large-scale irrationality seen in the availability and prescription of medicines.[4]

In the post-pandemic era Ayurvedic Methods of cure are becoming popular faster than ever and promise to be the next big thing in the medical and wellness industry. This translates into a huge potential in the market for the different verticals that Ayurveda spans in times to come. It has the unique advantage of having something to offer for every class of society since it is cost-effective. The opportunity is vast as it spans all the possible verticals like Yoga centers, Ayurvedic spas and medicines. In the post-pandemic era, Yoga centers are growing at a rate never seen before as are spas that offer herbal treatment. Combined with the recent trends of increasing acceptance of Ayurvedic medication, this accounts for huge potential in the up-and-coming times for Ayurvedic products.[5]

Ayurveda has traditionally prioritized prevention over cure. Ayurveda focuses more on preventing the conditions that cause disease. Ayurveda gives us a practice that can help us achieve control over the 'Balance' of the doshas when the cosmos changes. Giving a little thought to our daily routine and making a few modest changes to our way of life can result in optimal health and well-being. With the increasing trend of poor health index of all age groups across the world due to uncontrolled pollution and degradation of the healthy ecosystem, the quality of life is falling to a new low, and deaths from noncommunicable diseases and other diseases are being reported all over the world at an alarming rate. Life expectancy is declining in all ethnicities and countries, and the situation is likely to worsen; at this point, there is an urgent need to investigate the opportunities available in ancient medical systems, such as Ayurveda, which has the potential to reverse the world's deteriorating health status. When examining illness prevention, promotion, and treatment, Ayurvedic medicine practices take into account an individual's complete internal, social, and environmental environment. With this in mind, Ayurveda is the ideal alternative for accomplishing both personal and public health goals.[6]

### III. POST-PANDEMIC DEVELOPMENT

#### 3.1 Initiatives related to Ayurveda in India

The National Interdisciplinary Research and Development Task Force for AYUSH research in COVID-19 was constituted in India on April 2020[9] to streamline AYUSH's COVID-19 response (Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy). The key rationale was that all AYUSH therapies for COVID-19 should be rigorously established on solid research, which requires systematic collaboration between AYUSH and biological physicians and scientists. Clinical trials have been initiated to evaluate the efficacy of various Ayurvedic medicines. Formulation of general clinical practice guidelines has also been done.

The Ministry of AYUSH issued "Guidelines for Ayurveda Practitioners for COVID-19," which included detailed guidelines for handling various target populations. However, its implementation has varied at the state level. In some Indian states and specific sub-localities, there are reports of Ayurveda protocol-based interventions being administered for prophylaxis and care of COVID-19. The informal reports of those preventative approaches are promising. Such reports point to the importance of Ayurveda's salutogenic vision and its positive contributions to the health and well-being of the population through conscious self-management, resulting in healthier families and societies.[7]

#### 3.2 Whole Medical Systems Approach for Ayurveda

As a primary step, new diseases like COVID-19 need to be also studied from within Ayurveda's theoretical framework. It has been demonstrated that clinical profiling of COVID-19 from an Ayurvedic perspective is possible.[10] There is a need to consider Ayurveda's holistic approach to offering care for COVID-19 patients. With the surge in COVID-19 patients in India, there is an increasing number of reports of patients turning to Ayurveda physicians for care. Systematic data relating to the Ayurvedic clinical management of COVID are still in process and not yet available in a format to be presented in a research paper.

#### 3.3 Enhancing Immunity power by application of Ayurvedic principles

The ancient Ayurveda textbook Charaka Samhita, stated about epidemic management and defines immunity as the ability to prevent and arrest the progression of the disease for maintaining homeostasis. Ayurveda aims to preserve the health of the healthy and cure the disease of the unhealthy. If someone has good immunity power, the chances of becoming infected will be low, even if the person with good immunity is found positive for covid-19, the mild intensity of disease progression and symptoms may occur, and he will easily recover from the infection because of intact immunity power of the body. In response to the COVID-19 crisis, the Indian government released a set of guidelines which listed ten measures that were aimed at positively enhancing immunity against infection.[9]

#### 3.4 Emphasis on evidence based validation of ayurvedic medicines

Natural remedies and Ayurvedic medicine have grown in popularity, as has public interest. This has resulted in growing international trade in Ayurvedic medicine and the recruitment of a number of pharmaceutical businesses. Only a few years ago, tiny enterprises were interested in marketing Ayurvedic medicine; currently, international corporations are interested in commercializing Ayurvedic pharmaceuticals.

Medicinal plants have an important part in Ayurvedic treatment and serve as their foundation. About 2000 drugs of natural origin are included in Indian Materia Medica, almost all of which are derived from various traditional systems and folklore practices. According to WHO data, traditional and alternative medicines are used for health care by populations in poor countries such as India (70%), Rwanda (70%), Uganda (60%), Tanzania (60%), Benin (80%), and Ethiopia (90%). A considerable proportion of the population in affluent countries such as Belgium (31%), the United States (42%), Australia (48%), France (49%), and Canada (70%), has utilized traditional and alternative therapies for healthcare. The global industry for medicinal plant trade is projected to be worth \$60 billion per year and is expanding at a rate of 7% per year.[11]

#### 3.5 Increase in consumer awareness in post pandemic times

The Covid 19 epidemic has reawakened the desire to return to one's origins and has sparked a strong desire to live in close contact with nature. There is a growing awareness of the need of living in harmony with nature and avoiding the use of chemical

and artificial substances in our food and beauty regimen. There is growing interest in the use of herbal and natural goods. The desire to live a healthy life using natural, herbal resources and to maintain a daily regimen that is as 'chemical free' as possible are the primary drivers of rising demand for herbal goods around the world. Personal care products, hair care, fragrances, skin care, oral care, ayurvedic nutraceuticals, and natural dietary supplements are in high demand around the world.

### 3.6 Standardization of Indian Ayurvedic Medicine

Standardization of Ayurvedic medicine is required to assess drug quality. Botanicals are primarily sourced from wild sources, and ensuring constant product quality is the most difficult. Many environmental factors, such as soil conditions, light and water availability, temperature changes, nutrients, and geographical location, influence the phyto-constituents found in plants. Further growing and harvesting practices, as well as storage methods, all have an impact on the plant's physical appearance and chemical components. Ayurvedic medication standardization includes authentication, collecting the highest quality raw material, and assessing intermediate and completed products.

Chemical fingerprints can be used to authenticate plant material, identify and quantify active chemicals, and tie chemical composition to biological activity in order to standardize and validate products. Ayurvedic medicine quality can be defined as a drug's status as determined by identity, purity, content, physical, and biological properties. Quality control is critical to the efficacy and safety of Ayurvedic products. Ayurvedic medicine quality control begins in the field and concludes with a safe and effective product being delivered to the patient.

WHO has created a number of technical guidelines and publications pertaining to the safety and quality assurance of medicinal plants and herbal compounds. Good agricultural practises (GAP), good harvesting procedures (GHP), good storage practises (GSP), good clinical practises (GCP), good manufacturing practises (GMP), and good laboratory practises (GLP) must be followed in order to manufacture excellent Ayurvedic medicine.[11]

## IV. MARKETING PROSPECTS

### 4.1 Increasing demand for Ayurveda Products

Prior to COVID, the ayurvedic market had annual growth of roughly 15-20%. Many organizations, both large and small, had 50-90% growth in the recent quarter. The market will benefit from the acceptance of Ayurveda as holistic, natural healthcare. Honey demand has increased by 45%, Chyawanprash by 85%, and turmeric by 40% in ayurvedic stores since March. The Ministry of AYUSH's recommendations to combat the coronavirus have increased demand for these products.

Nielsen's report in July reveals that Chyawanprash sales increased by 283% in June, while the sales of branded honey increased by 39%. Chyawanprash and herbal teas which are supposed to improve immunity have increased by 17-18% month-on-month. In North India, the sales of these products have been very high during January and February. The northern states of India such as Delhi, Madhya Pradesh, Punjab, Haryana, Uttar Pradesh and Gujarat are driving the demand.

The emergence of the Covid-19 epidemic has increased demand for Ayurvedic products in India. The Ministry of AYUSH's instructions to combat the coronavirus have fueled interest in these goods.

### 4.2 Shift of consumer preference towards ayurvedic medicines

Due to the lack of a cure for chronic diseases and the side effects of conventional medicine, developed countries have started looking toward Ayurveda for treatments to restore the wellness of their citizens. The market potential amounts to a \$20 billion ready market that is expanding quickly and will reach \$5 trillion globally by 2050. Large portions of this market would be centered on India, being the origin. The reason for this renewed interest in herbal products is attributed to the ever-increasing evidence of the harmful side effects of modern synthetic products. Hence, scientific knowledge of Ayurvedic drugs has to be transmitted systematically to compete in the international market and provide consumer satisfaction.

Given the rising desire for natural remedies, ayurveda has a bright future in India as a market. In light of the worldwide changing healthcare environment, it has become abundantly clear that there is a need for a comprehensive policy review of traditional, complementary, and alternative systems of medicine. People are more interested in Ayurvedic over-the-counter (OTC) products as compared to the products/medicine recommended by physicians. Hence, scientific knowledge of Ayurvedic and herbal drugs has to be transmitted systematically to complete the international market and provide consumer satisfaction. Ayurvedic manufacturing has better prospects with the present growth provided that there are higher incentives for research and development, sustainable use of raw materials, further linkage with medicinal plant cooperatives, and successful cluster promotion.

### 4.3 Rise in demand for immunity boosters

The spread of the COVID-19 pandemic completely changed the attitude of people towards health and immunity power which consequently led to a sharper growth in consumer interest, awareness and demand for Ayurvedic therapies and medicines. People are becoming more interested in preventative health care, particularly immune-boosting products. Since the Covid-19 outbreak began, there has been a surge in demand for Ayurvedic products in India and around the world. During this time, the Ayurvedic product business has increased by 50-90 percent. The AYUSH ministry of the central government has also contributed. Natural immunity-boosting products are selling in large quantities with the second wave of COVID-19.

### 4.4 Increasing size of ayurveda market with the global acceptance

During Covid-19, Ayurveda gained global attention and acceptance. Many people are embracing this conventional medical healing system and attempting to acquire its special techniques for treating various illnesses and maintaining good health. Ayurveda has proudly spread its wings across the globe and is gaining popularity in many European countries as well. With the increasing number of ayurveda institutes and study centers, we can imagine its appeal among the global population.

Ayurveda is gaining popularity and recognition. Ayurveda is one of India's greatest offerings to the globe. Ayurveda is characterized as a science of life with a holistic approach to health and tailored healing. It holds enormous promise for the treatment of chronic diseases, geriatric health issues, and the promotion of health and well-being. The method of therapy is the fundamental reason for Ayurveda's appeal. Unlike other forms of medicine, Ayurvedic treatment is not limited to a single disease or diseased part. Instead, it focuses on holistic healing of the body in its totality

#### 4.5 Research and development in Ayurvedic medicine

The traditional use of ayurvedic medicines must be thoroughly examined and standardized in terms of quality, safety, and efficacy. Despite a rise in interest in science-based research into ayurvedic medicine, some of the research to date has been overshadowed by trials undertaken with unauthenticated and uncharacterized items. The reverse pharmacology approach begins with the end product, such as a clinically effective chemical, and works backwards to determine what it includes and how it acts. This can provide information about how specific medications work and where they act in the body. Because ayurvedic medications frequently contain a large number of active substances, it could be used to assess the entire body's reaction to the variety of chemicals.

Ayurvedic medicines are complex products since a single medicinal plant contains hundreds of qualities that are impacted by the time of collection, the area of plant origin, and environmental circumstances, requiring great care in cultivation and collection to ensure product quality. As a result, multiple approaches to specific challenges are required for the validation of Ayurvedic treatment. A major concern is a change in product pattern and importance given by most firms towards nutraceuticals and cosmetics, and the failure of regulation systems, which may hamper the spread of the ayurvedic therapeutic tradition and its clinical value in the future. As a result, deliberate efforts are needed to promote the therapeutic components of Ayurveda as a system so that it can become more than just a provider of a few "safe" herbal cures for the global market for complementary and alternative medicines.

#### 4.6 Growth projection of Ayurveda product market.

The onset of the COVID-19 pandemic has brought so many changes in the lives of the people, almost setting a new normal of living. One of the major changes brought about by the pandemic is an increase in demand for Ayurvedic products, which is widespread. The rising demand for Ayurvedic products appears to be assisting the Indian Ayurveda industry in meeting its growth target ahead of schedule (2019-2024). According to market research, increasing demand for Ayurvedic products, combined with rising discretionary expenditure, might propel Ayurveda to a \$15 billion sector by 2023. The Ayurveda industry has experienced double-digit growth, with a compound annual growth rate (CAGR) of 15% predicted to continue through 2026. The consumption pattern has shifted since the start of Covid-19.

### V. CONCLUSION

In the post-pandemic era of the evolving Healthcare environment, Ayurveda has erupted as a result-oriented and cost-effective method of treatment which focuses on the permanent cure of an illness. There is a need for a comprehensive policy to promote the use as well as production of Ayurvedic medicines and products so that all sections of society are benefited. Ayurveda should not only be promoted as a method of treating an illness but also as a way of leading a healthy life. Today's buyer is informed, concerned, and deliberate about his investments in health and health-related items. Furthermore, actual advancements in ayurvedic medications and products would provide investors with better investment options. More extensive research and development of Ayurvedic products for a healthier and more natural lifestyle will benefit the consumer, the firm, and the environment. Post-pandemic trends which suggest increasing demand for Ayurvedic medicines, therapies and methods indicate that this market has a substantial scope of capturing significant market share in the next 10 years.

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