

Investment and business opportunities in Herbal and Ayurvedic Products Sector

Description:

Ayurveda is an ancient, Indian science that came up with many herbs that can be taken to increase one's health. It is a 5,000-year-old system of natural healing that's truly stood the test of time. Growth of herbal and ayurvedic products market not dependent on one player: Growth in this market is a lot more secular and not related to the entry of one particular player. Infact, there is a global move towards herbal products and that market is growing fast.

Ayurveda uses a very wide range of herbs, spices, minerals, and metals as medicines. Many Ayurvedic herbs are already lurking in your kitchen cupboard. Common spices such as turmeric, cumin and coriander, for examples, have many therapeutic uses as you will see. The best part about Ayurvedic and Herbal products is that, they are essentially free of side effects. Natural scientists and Ancient seers developed this system based on centuries of experiments, studies, and meditations. The focus of Ayurveda is to integrate and balance the body, mind, and spirit, rather than focusing on individual symptoms. Ayurveda, herbs, metals, massage, and other products and techniques are used with the intent of cleansing the body and restoring balance.

Herbal and ayurvedic products market having expanded in the last few years after the entry of Patanjali. Patanjali's proactive moves in innovation have been crucial for its growth.

India's fastest-growing consumer products brand Patanjali has unnerved its competitors with the skyrocketing sales of its products. With revenues reaching INR 20 billion in 2015, Patanjali is run by yoga guru Baba Ramdev and Achary Balkrishna, an ayurveda expert.

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