



Consumption of Ayurvedic Herbs has increased a Steep Incline in the Last Few Years

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Editorial

Rising knowledge about natural elements in health & personal care products in countries such as Japan, Australia, Canada, Singapore, and the United States has increased the demand for Ayurvedic herbs in more than one way. The five-thousand year old medical treatment, Ayurveda has stood the test indeed. Originated from India over Vedic texts, Ayurveda is deemed to hold the best healing power ever. Vata, Pitta and Kapha- these are basically the three main principles Ayurvedic medicines are based on.

The prime focus of these medicines is to help people live healthy enough, so that they don't have to be reliant on any drugs, intricate surgeries, or other painful medical procedures. According to Allied Market Research, the global Ayurvedic herbs market is projected to grow at a significant CAGR from 2021 to 2028. Cumin, Turmeric, Gotu kola, Pepper, Bitter melon, Licorice root, and, Ashwagandha, are making their space into households with a full sway. People all over the world are gradually going back to age-old herbal solutions to improve their immune systems. Products that are naturally made for example Ayurveda are highly being preferred by consumers in the majority of countries. This is mainly due to the fact that medicines that do not fall under the allopath category are deemed to be safe by a large race of people.

A number of surveys have been made and it's revealed that women tend to undergo around two pregnancies and four hundred menstrual cycles throughout their lifespan. Though they are born to have healthy lifelong periods, still they are often said that period anomalies such as irregular series, heavy flow, and pain are necessary vices in life. The overriding advice is to endure the pain. Innumerable women worldwide happen to bear their menstrual disorders pretty silently and still they fear stopping by a gynecologist. With

an objective to generate a safe self-care way out that allows women to come across healthy periods, husband-wife duo Vishal Gupta and Rachana have brought forth Gynoveda-with their long-awaited vision to make Ayurveda the world's leading choice for menstrual health?

Here, it's worth mentioning that the outbreak of the Covid-19 pandemic has had a mixed impact on the global ayurvedic herbs market. Disrupted supply chain across the globe created several challenges for the exporters, especially during the initial phase. But then, a number of rules & regulations were lifted up at a slow & steady pace, and the market also started coming back to normalcy. However, the most noteworthy part is that consumer attitudes and behavior came across a significant change, and it is expected that this drift would persist in the coming years too. People have now started opting for products that would not only help prevent diseases, but would boost their immunity too. Individuals, at the same time, are also paying extra attention to diets and accordingly, consumers are taking recourse to supplements and vitamins, which has acted as a major booster for the market growth. Especially, the fact that herbal products hold several beneficial health properties within that help heighten the immune function in body has escalated their demand even more.

Since the pandemic, there has been nearly one-twenty new ayurvedic manufacturers who have come forward in Gujarat to take the total count to over eight hundred companies. The new corporations have come up with over three-hundred products such as herbal add-ons, immunity boosters, and several over-the-counter ayurvedic merchandises. Such increasing demand for ayurvedic products has also made a number of pharma ventures emphasize more on the ayurvedic segment.

As for example, in the past two years, Vasu Healthcare has hurred sixty-five products altogether, out of which twenty-five are ayurvedic produces and most importantly, the company has also seen a significant growth during the time. Growing consumer awareness about these yields and rising inclination toward consuming nutraceutical and immunity boosters have boosted the market growth in several ways. On an average, more than three-hundred new products have been approved by FDCA in the state of Gujrat. A lot of new units are also being established across the world, when an array of small and micro ayurvedic manufacturers

in different countries have brought up novel strategies to cater to the current gush of demand.

Author's Bio

Koyel Ghosh is a blogger with a strong passion and enjoys writing on miscellaneous domains, as she believes it lets her explore a wide variety of niches. She has an innate interest for creativity and enjoys experimenting with different writing styles. A writer who never stops imagining, she has been serving the corporate industry for the last four years.

