



Euromonitor
International

Herbal/Traditional Products in India

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Cultural affinity and macroeconomic tailwinds sustain robust value growth
Arth by Emcure reinvents traditional herbs for everyday health needs
Zepto's Ayush store transforms discovery and access for traditional wellness

WHAT'S NEXT?

Flexible supply chains to reduce seasonal sales volatility for chyawanprash and tonics
Premiumisation in single ingredient supplements to drive differentiation and value
Guided wellness regimens and GST reform to reshape consumer loyalty and access

COMPETITIVE LANDSCAPE

Dabur and Emami maintain their positions while niche brands focus on specific needs
Acquisitions by Emami and Hindustan Unilever set to drive expansion in herbal wellness

CHANNELS

Pharmacies retains its lead through professional trust and validation
E-commerce and quick commerce expand access and reshape replenishment

PRODUCTS

Need-specific niches replace broad ayurvedic portfolios
OneVeda and Arth target defined wellness concerns
Transparency and guided usage separate leaders from generics

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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