Future Growth in the Field of Herbals and Traditional Medicine

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Market Analysis

The global herbal medicine market size was valued at USD 71.19 billion in 2016 and is expected to exhibit profitable growth over the forecast period. The increase is attributed to the increasing preference of consumers towards traditional medicines (Ayurveda, Unani and Traditional Chinese Medicine) which do not cause overdose toxicity and have fewer side effects. In addition, increasing substantial research investments and funding will support the market growth in near future.

Global herbal medicine market revenue, by product, 2014 - 2024 (USD Billion)

Herbal medicines are formulated in dosage forms such as tablets & capsules, powders, extracts, pastes, gels, and oils. Tablets & capsules provide dose accuracy compared to other dosage forms. Hence, the segment is expected to record the fastest growth over the forecast period. Poor regulatory framework across the globe and less number of institutes providing knowledge of herbal therapeutics due to lack of relevant research evidence is expected to hinder the market growth.

Target Audience:
- Herbals and Traditional Medicines industries
- Directors, CEO’s of Organizations
- Business Development Managers
- Chief Scientific Officers
- R&D Researchers from Herbals and Traditional Medicine Industries
- Professors, Associate Professors, Assistant Professors
- PhD Scholars
- Noble laureates in Herbals and Traditional Medicine
- Herbals and Traditional Medicine Professionals
- Research Institutes and members
- Supply Chain companies
- Training Institutes

Related Associations and Societies:
- American Holistic Medical Association
- European Herbal & Traditional Medicine Practitioners Association National Association
- European Traditional Chinese Medicine Association