

Herbal Market

Bhushan Bhavsar

Herbal Consultants, India

Copyright: 2021 Bhavsar B. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Abstract

The global herbal supplements and remedies market is forecast to reach \$107 billion by the year 2017, spurred by growing aging population and increasing consumer awareness about general health and well-being, according to a new report from Global Industry Analysts. Additionally, the fact that herbal supplements and remedies cause little or no side effects and provide greater efficacy is also proving to be a major factor aiding market growth. The global herbal supplements and remedies market exhibited robust growth over the last decade, with little or no significant decline on account of the recent economic recession. The factors that fueled growth in the market include widespread acceptance of functional foods, rise in consumer confidence to include herbs in preventive health and alternative medicine regimens, supplier innovations, and the much awaited release of Current Good Manufacturing Practices (CGMP) for dietary supplements by FDA. The global market, in fact, exhibited steady growth during the crisis-ridden period of 2008-2009 and beyond. The importance of healthy diet and good lifestyle dominated the minds of consumers, which could not be dampened even by the financial meltdown witnessed in almost every sector worldwide. In fact, the recession has actually prompted increased preference for dietary supplements. Escalating prices, tighter budgets and high healthcare and lifestyle costs, have actually driven consumers towards the more economical, healthier and safer option of alternative medicine and dietary supplements, to get relief from physical and mental disorders.

Additional Points Covered:

- Herbal Global Market.
- Herbal Regional Market.
- Herbal product category.
- Global regulations for herbal market.
- Marketing strategies used.

Biography:

Bhushan Bhavsar is the founder and Managing Director of the Company. He has worked for more than a decade into the herbal and food supplement industry. His knowledge and expertise into the industry is well respected and proven into the field of product development, regulations, research, manufacturing, packaging & designing, marketing, sales and logistics, collectively said to be providing all the services under one roof to set up your business Nationally and Internationally. Due to his full devotion and work towards Ayurveda, Dr. Bhavsar has been chosen as President of World Ayurveda Health Organization (WAHO) working currently in 9 countries – India, Switzerland, United Kingdom, The Netherlands, Belgium, Germany, U.A.E., Brazil and Canada. As an innovative product researcher, Dr. Bhavsar has found many proven solutions for various lifestyle diseases and holds product and design patents. Graduated as B.A.M.S. (Bachelor in Ayurvedic Medicine & Surgery) and M.B.A. (Healthcare & Hospital Management) with a Gold Medal, Post Graduate Diploma in Cosmetic Technology and L.L.B. (Bachelor Of Legislative Law) (Honors). Awarded twice with Gold Medal for 'Best Business Strategic Planner' and 'The Entrepreneur's Award'.