

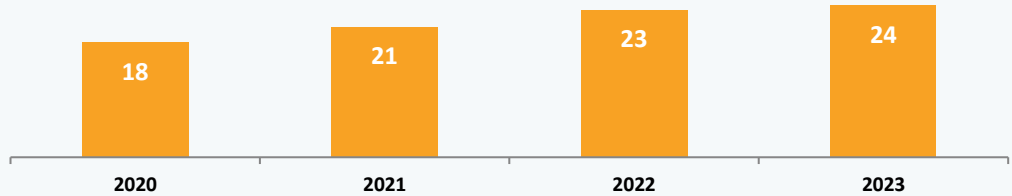


AYUSH



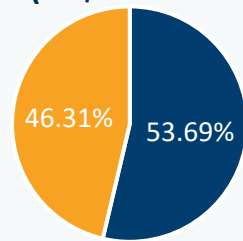
MARKET SIZE

AYUSH Sector Growth Trend (US\$ billion)



SECTOR COMPOSITION

AYUSH Market in India (US\$ 43.4 billion)



■ Manufacturing ■ Services

Infrastructure Facts



Number of registered practitioners reached 7,55,780 in 2024

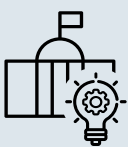


The number of AYUSH colleges reached 1137 (as of 2024)



KEY TRENDS

Budgetary allocation for AYUSH (US\$ billion)



GOVERNMENT INITIATIVES



WHO Collaboration



National AYUSH Mission



'AYUSHman Arogya Mandir'



AYUSH Research Portal



ADVANTAGE INDIA

- **Unmatched Legacy:** India is the birthplace of Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy, with a continuous practice tradition for millennia. A vibrant network of practitioners, educational institutions, and research centers keeps the AYUSH knowledge base alive and evolving.
- **Growing Demand & Employment Opportunities:** Increasing public awareness of natural healthcare is driving demand for AYUSH products, fostering a dynamic market ripe for innovative businesses in the sector. Further, Ayush sector is expected to witness a CAGR of ~17% during 2024-2032. The AYUSH sector is likely to generate nearly 3 million job opportunities in the near future.
- **Favorable Regulatory Environment:** The Ministry of AYUSH drives research, education, and product standardization, fostering a conducive regulatory landscape for Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homeopathy (AYUSH) sectors. In the Union Budget 2024-25, the government allocated Rs. 89,287 crore (US\$ 10.66 billion) to the Ministry of Health and Family Welfare (MoHFW).
- **Increasing Interest:** The number of MSMEs (Micro, Small, and Medium Enterprises) in the AYUSH industry has seen a significant rise. From just 38,216 in August 2021, the number has grown to 53,023 by January 2023. This represents a jump of nearly 40% in just over a year, indicating the increasing interest and potential within the AYUSH sector.