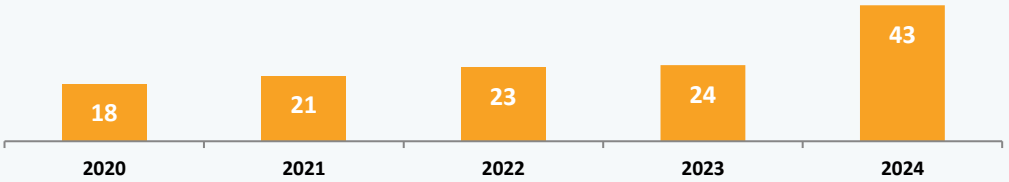
AYUSH

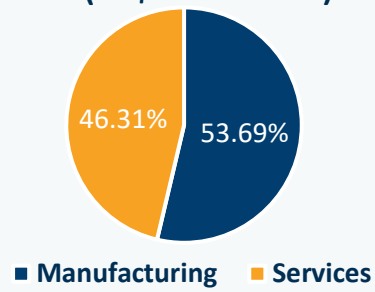
MARKET SIZE

AYUSH Sector Growth Trend (US$ billion)



SECTOR COMPOSITION

AYUSH Market in India (US$ 43.4 billion)



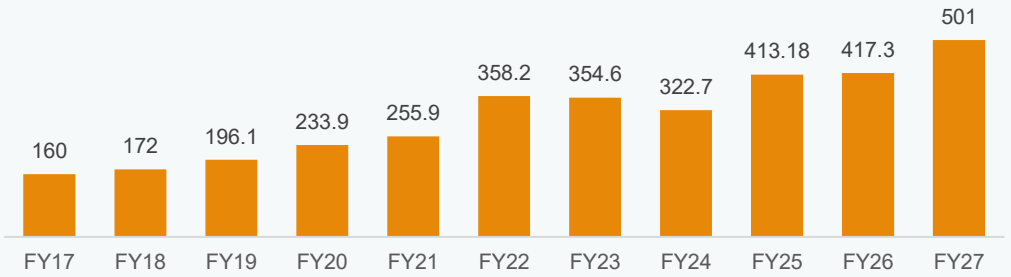
Infrastructure Facts

Number of registered practitioners reached 7,51,768 in 2025

The number of Ayurveda colleges reached 563 (as of February 2026)

KEY TRENDS

Budgetary allocation for AYUSH (US$ million)



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**: On June 9, 2026, the Ministry of Commerce highlighted AYUSH's significant growth, rising global demand and expanding overseas opportunities. Identified as a priority export sector, AYUSH is increasingly contributing to trade, wellness and employment generation, supported by FTAs, export promotion, quality standards and regulatory initiatives.
- **Favorable Regulatory Environment**: On July 1, 2026, the Government convened an AYUSH sector brainstorming session to strengthen India's global leadership through export facilitation, quality standards, regulatory alignment and international collaboration. The Department of Commerce reaffirmed support for AYUSH as a high-potential sunrise export sector, while initiatives such as Ayush Mark and WHO-GMP compliance aim to enhance global competitiveness and market access.
- **Increasing Interest**: On August 12, 2026, Haryana Health Minister Ms. Arti Singh Rao highlighted growing interest in AYUSH systems, including Ayurveda, Yoga and naturopathy, Unani, Siddha and homoeopathy, in India and globally. She noted their increasing relevance in managing lifestyle-related and chronic diseases, supported by expanding government healthcare initiatives.

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