

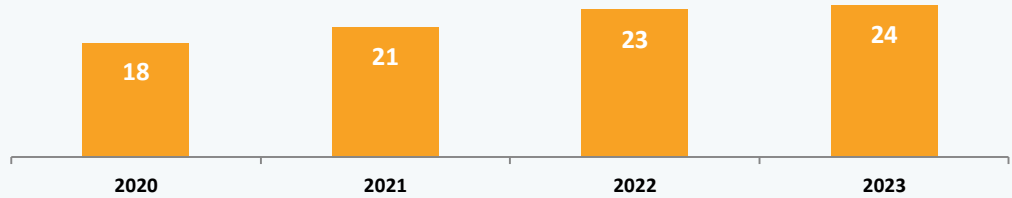


# AYUSH



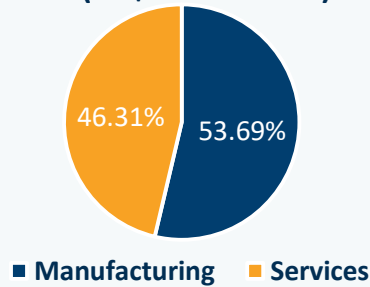
## MARKET SIZE

### AYUSH Sector Growth Trend (US\$ billion)



## SECTOR COMPOSITION

### AYUSH Market in India (US\$ 43.4 billion)



### Infrastructure Facts



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

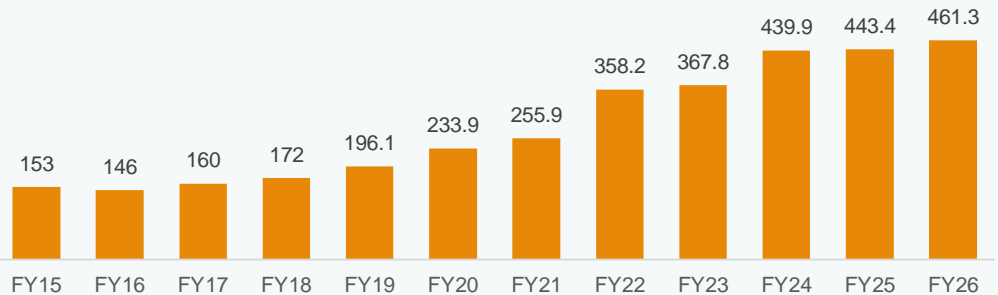


The number of AYUSH colleges reached 1137 (as of 2024)



## 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. Chief minister of Uttar Pradesh, Mr. Yogi Adityanath directed that integrated Ayush colleges be established in every division of the state, with all Ayush systems.
- **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 2025-26, there is a significant increase in the budgetary allocation to Ministry of AYUSH. Rs. 3,992.9 crore (US\$ 461.3 million) has been allocated as part of the budget, marking a 14.2% rise from the previous year's revised estimate of Rs. 3,497.6 crore (US\$ 404.1 million).
- **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.