

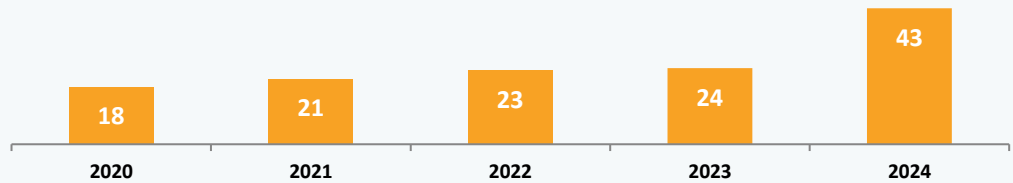


AYUSH



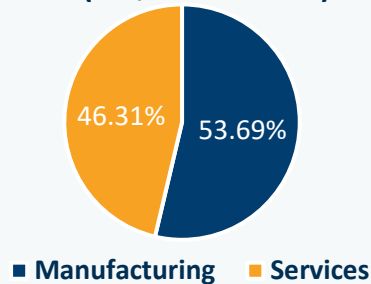
MARKET SIZE

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

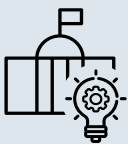
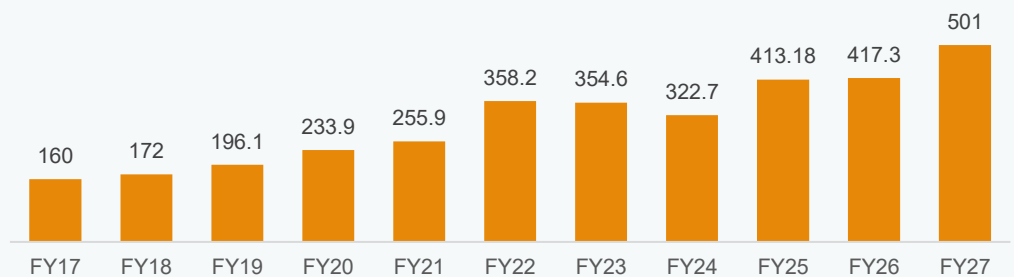


The number of Ayurveda colleges reached 563 (as of February 2026)



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:** Increasing public awareness of natural healthcare is driving demand for AYUSH products, fostering a dynamic market ripe for innovative businesses in the sector. Uttar Pradesh is expanding AYUSH with district-level 100-bed wellness centres, new colleges, and subsidies for medicinal crops to drive jobs, rural income, and health tourism.
- Favorable Regulatory Environment:** On March 18, 2026, the Ministry of Ayush highlighted that Kerala has operationalised 700 Ayushman Arogya Mandirs (Ayush) under the National Ayush Mission (NAM), strengthening access to holistic healthcare services across the state. The Centre has also provided financial assistance of Rs. 285.66 crore (US\$ 32.32 million) to Kerala under NAM between FY23 and FY26 to support the expansion and promotion of AYUSH services.
- Increasing Interest:** The number of MSMEs operating in the AYUSH sector has witnessed strong growth, increasing from 38,216 in August 2021 to 53,023 in January 2023, and further to 92,653 by August 2025. This sharp rise reflects accelerating formalisation, growing entrepreneurial activity and increasing market demand across the AYUSH ecosystem.