



AYUSH



MARKET SIZE



SECTOR COMPOSITION



KEY TRENDS



GOVERNMENT INITIATIVES

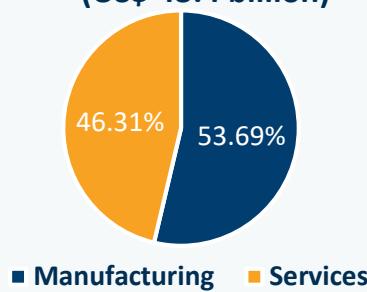


ADVANTAGE INDIA

AYUSH Sector Growth Trend (US\$ billion)



AYUSH Market in India (US\$ 43.4 billion)



Infrastructure Facts



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



The number of AYUSH colleges reached 1,137 (as of 2024)

Budgetary allocation for AYUSH (US\$ billion)



WHO Collaboration



National AYUSH Mission



'AYUSHman Arogya Mandir'



AYUSH Research Portal

- 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:** 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.