

# Ayurveda Rules Back : An Overview Of Wellness Industry

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## ABSTRACT

There is a growing need amongst consumers for grooming products. Market also witnesses the segmentation and the wellness products targeted and positioned accordingly. However, for the last decade, consumers have been seen to prefer Ayurvedic products. It is necessary to overview the wellness industry. It becomes a need to understand the new trends of the wellness market. The paper focuses only on the wellness products, popularity of their Ayurvedic counterpart in the market. It also tries to determine how the Ayurvedic contents have become the weapon to fight in the rivals' wellness market. Traditionally, Indians are known to be biased for natural remedies. The rest, mainly European & western consumers, need to be edified about herbal and natural wellness therapy benefits. Throughout the past couple of decades, beauty care and grooming with natural products and natural treatment has surfaced as a new business growth frontier in the Indian wellness industry. With the broadened consumer base spectrum, complexion cosmetics and age reduction creams seem to be the segment leaders in the forthcoming time. It is just the beginning of herbal and natural brands; it will be a while until it gets too crowded.

**Keywords:** Ayurveda, Branding, Herbal, Wellness.

## 1. Introduction:

The Indian culture ages back to over 2500 years. Before evolving as a nation, this was a civilization that has flourished on the Sindhu river banks. The Sindhu Civilization has the Egyptian and Greek civilizations additionally as its contemporary. When we say civilization, it develops its own culture. The culture includes living the art, the artery, the beliefs, the books, and many other things. It takes years, decades, centuries, and even several eras to nurture the civilization. The future generations are brought up on these beliefs rooted in the civilizations. Similarly, the Indian civilization has many assets. It has its own identity in its language, music, clothing, monuments, and unended list. For this paper's context, which focuses on the Ayurveda and its applications in the wellness industry, the roots dwell in the civilization. India proudly boasts Vedas as its gift to the world. There are four primary Vedas the Rigveda, Samveda, Yajurveda and the fourth one being Atharva Veda. Each of the Veda describes the different fields of knowledge. Atharvaveda is commonly called the "Veda of magical formulae," has "Ayurveda as its key factor. There are many formulae written in Ayurveda that heals many diseases or can treat the human body.

Now a day, there is growing awareness about fitness and beauty and good-looking among the masses. No one wants to get old, at least appear so. Neither wants to fall prey to the disease. People are keen on keeping themselves groomed, which favors the growth of the Wellness industry. However, in India, there is also a trend of Ayurveda ruling this Wellness market. The researcher has tried to elaborate on

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the wellness industry, its scope, expansion and success, and how Ayurveda has been the key contributor of these segments in the current market scenario. According to Grofers, an online shopping website, out of 8 carts, 1 cart contains a minimum 1 product of Patanjali. It has additionally forced brands to the likes of Dabur, Himalaya, Emami, Biotique etc., to raise their online presence to strive with Patanjali. Simultaneously, the Snap deal recorded a ninety percent up in sales of Ayurvedic products compared to the previous year. This trend has been detected in health and fitness classes, like nutrition, supplements, and fitness instruments. These trends indicate an increasing consciousness of healthy modus vivendi among customers, particularly those in metros. Snapdeal has additionally partnered with Dabur for his or her Ayurvedic products on the exclusive Live VEDA store. Patanjali's growth has also led to the overall growth of the Ayurveda. It additionally claims of a threefold growth of sales of Ayurvedic product over consequent six months. Patanjali Ayurved Business growth driven by increasing demand for herbal products, brand image and new product pipeline, Patanjali which started as a small pharmacy specializing in Ayurvedic medicines, stretched its product range of consumer categories, right from cookies and biscuits to noodles and edible oils, from hair care, skincare and toothpaste to daily need products and groceries. As per Ramdev Baba, his corporate is predicted to cross Colgate this year in terms of revenue and take over big brands like HUL at intervals following 3 to 4 years. Ramdev Baba further claims that his corporate does not need exciting and glamorous advertising as the product itself is powerful to sell itself to other FMCG manufacturers' dislikes. Around thirty Patanjali products are in the pipeline, including powdered cow milk, organic processed biscuits, energy bar, health drink, age-reducing cream, and moisturizing cream. Colgate-Palmolive India has posted its worst sales growth within the last forty-four quarters. HUL, too, has seen its revenue expand at a weak pace for the last six years. This trend will probably continue for the near future, and estimates indicate that by 2020, FMCG giants

will lose 3%-8% of their market share to Patanjali. Founded during the mid-eighties, Dabur is one of India's oldest enterprises producing *Ayurvedic* remedies. At present, it boasts of consumer base in a hundred and twenty countries. However, until recently, *Ayurveda* was not at the core of its selling strategy despite its initial focus. With the quick rise of Patanjali, Dabur has been forced to take an about-turn, compelling to rebranding as India's 1st *Ayurvedic* Company. To position itself as India's largest cultivator of rare medicinal herbs, Dabur is also expanding its total land under cultivation from two thousand acres to four thousand and five hundred acres. Besides, HUL reacted by increasing its footprint in this segment through the acquisition of Indulekha, a desi brand of *Ayurvedic* wellness products, for US\$48 million in 2015. HUL further rearranged the herbal segment as "Ayush." With its online launch. Over and above, a product range from hair-care, skincare and pain balms have also been introduced on HUL's e-commerce platform under the Lever Ayush. The hair oil brand Kesh King has been acquired by Emami in the previous year to lift its presence in this market segment. Godrej, too, launched a mosquito repellent with neem-base, coconut oil-based hair color, and numerous natural soaps not lagging in the race. Colgate, an MNC giant in FMCG, too reacted to Patanjali's entry by introducing active salt neem toothpaste with aggressive marketing. Himalaya, another giant in FMCG, has also launched its new variety of wellness products to deliver the end customer with therapeutic solutions. It points out the trend followed by both herbal and non-herbal companies about going back to the start to figure out how natural ingredients will be incorporated into their existing product and new product. Capitalizing on the success of Patanjali's *Ayurveda* stigmatization, Spiritual Guru Sri Sri Ravi Shankar, launched his FMCG product range branding as – Sri Sri Tattva – in 2017. Sri Sri Tattva intends to expand its worth chain by manufacturing its natural ingredients for its Wellness and personal care line and food products. Contrasting to the mass appeal of Patanjali, Sri Sri Tattva products cater to a niche market (distinct segment market) of urban

middle-class consumers. As per the founder of Sri Sri Tattva, the company is aiming to open one thousand stores by 2019 with a revenue target of Rs. 5 billion INR (US\$73.53 million). The projected stores work on a franchisee model in collaboration with Franchise India with three categories of stores – Sri Sri Tattva Mart (retailing packaged food, personal, and home care products); Sri Sri Tattva Wellness Place (access to healthcare practitioners and health and wellness services); and Sri Sri Tattva Home and Health.

Colgate-Palmolive, the oral care sector spearhead in the Indian market, recently introduced many products with herbal ingredients when losing a sizable market share to Patanjali. India's federal Ministry of AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy) has actively promoted the Indian natural product sector's advancement through awareness campaigns. AYUSH was upgraded from a minor department under the Ministry of Health and Family Welfare into an independent federal ministry after 2014 when Prime Minister Narendra Modi led Bharatiya Janata Party (BJP) to form the government in center. The Ministry of AYUSH endorses traditional Indian, Tibetan and Persian medicines prevalent in Indians to modern allopathic drugs. AYUSH has additionally initiated promotion campaigns to popularize *Ayurveda* and yoga. Annual celebrations like the International Day of Yoga on June 21 promote fitness because of adopting healthy living using natural and herbal products. Modi's government has additionally initiated changes to federal laws to broaden the spectrum of *Ayurvedic* products. Amendments to "The Drugs & Cosmetics Rule of 1945", which governs the cosmetic and the personal care product industry in India, recently accommodated new business demands. One of the many such amendments permits to contain excipients, preserving additives, and essence agent to natural products, including *Ayurvedic* products. Foreign companies ought to observe due diligence.

Nevertheless, today globally, it is the petite bourgeoisie that goes for botanical and natural

remedies, supplemental health foods etc. Euro monitor International in July 2013, published a report about traditional/natural/Herbal Products in the United Kingdom. It ratifies that during 2012, a three percent rise in the natural and traditional herbal product segment sales to touch £485 million. According to the report, the rising numbers in well-educated customer base that goes for nature-based remedies to 'traditional herbal products benefited this segment, as they tend to use herbal remedies to the accompaniment of other medicines or dietary supplements and vitamins to avoid undesirable health conditions and to improve their general health.

### 1.1 Overview of Wellness Industry

Wellness means that the standard or state of being healthy in body and mind, mainly because of deliberate effort. It is an approach to health care that emphasizes preventing unhealthiness and prolonging life, as against accenting treating diseases. This concept of Wellness has many dimensions and is defined as the "foremost and primary choice to adopt responsibility for the standard of one's life." It starts with a mindful selection to shape a healthy lifestyle. "Wellness requires a mind-set and predisposition to accept a series of key principles in different areas of the lifecycle that lead to high levels of well-being and life satisfaction" (Ardell, 2002). Wellness as defined by the Global Wellness Institute is as follows “the **active pursuit of activities, choices and lifestyles that lead to a state of holistic health.**” **Wellness is not just physical health, but it is beyond that. The majority of the wellness models comprise not less than six dimensions.** Several significant areas of your living standard are thought of as dimensions of general Wellness. It contains nutrition or nourishment, societal association, keeping fit through exercise, peaceful sleep and mindfulness—each of these influences one is physical and psychological health.



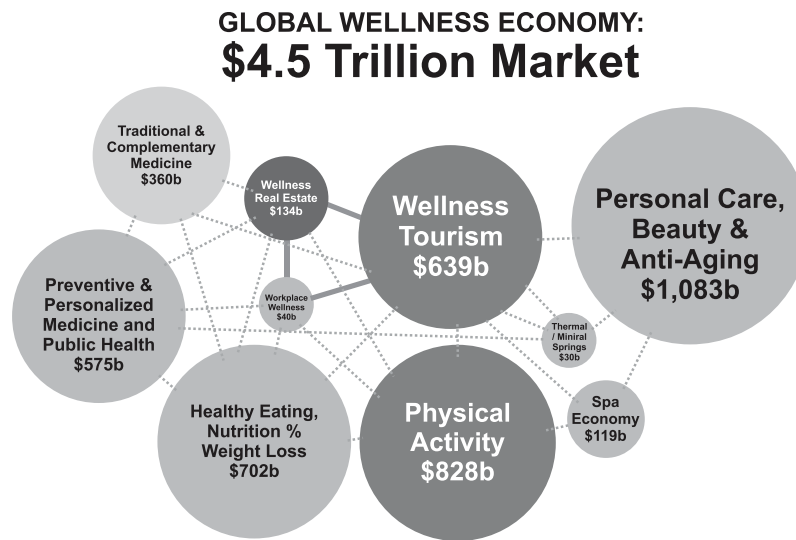
**Figure 1: Elements of Wellness**

(Source: <https://globalwellnessinstitute.org/what-is-wellness>)

- **Physical:** A fit body through proper workout, diet and peaceful sleep, etc.
- **Mental:** Connectedness with the world over inventiveness, learning and problem-solving, etc.
- **Emotional:** Being emotional with, exchanging or being aware of feelings etc.
- **Spiritual:** pursuit to find out the meaning and purpose of this human life.
- **Social:** Community connections, interactions and contribute to our communities.
- **Environmental:** A threat-free and hazard-less healthy physical environment; conscious about our role in bettering rather than condescending to the surroundings and natural environment.

Wellness is nothing but an act of following healthy habits on a day-to-day routine in order to achieve improved physical as well as

psychological health outcomes, such that instead of just surviving, you are prospering.



**Figure 2: Global Wellness Economy:**  
(Source: Global Wellness Economy Monitor)

In 2018, the wellness economy market worldwide was \$4.5 trillion. From 2015 to 2017, this sector grew by almost 6.4 percent annually, i.e., \$4.2 trillion from \$3.7 trillion market, almost double the global economic growth rate (3.6 percent annually, based on IMF data). Expenditures on Wellness (\$4.2 trillion) are a little over the halfway mark of the overall global health expenditures (\$7.3 trillion, based on WHO data). This industry signifies around 5.3 % of total global economic output. Out of the ten wellness markets analyzed, from 2015 – 2017, a frontrunner in annual revenue growth were the sanatorium or the Spa industry (9.8

percent), wellness or health tourism (6.5 percent) and wellness real estate (6.4 percent). Personal Care, Beauty and Anti-Aging (\$1,083 billion) Healthy consumption, Nutrition and Weight Loss (\$702 billion). Wellness business enterprise (\$639 billion); Fitness and Mind-Body (\$595 billion); Preventative and personalized medication and Public Health (\$575 billion); Traditional and practice of medicine (\$360 billion); Wellness lifestyle assets (\$134 billion); Spa Economy (\$119 billion); Thermal/Mineral Springs (\$56 billion); Workplace Wellness (\$48 billion). Wellness products here are a matter of concern. Hence in

the research here, the other categories like spa, tourism etc., are side-lined.

In general, the wellness products available in the market may be classified as follows:

- 1) Natural Herb based Remedies: This includes the usage of several herbs, ointments and natural oils, medicinal roots and spices to enrich the health of people. An example of this can be Omega 3 fish oil is used to maintain a healthy heart. These remedies are even further used to treat illnesses that affect health, such as glucosamine or turmeric for joint pain.
- 2) Homeopathy: Boiron homeopathic single remedies (pellet and liquid varieties), Tissue salts/minerals and various combinations of remedies from other firms such as Hylands Homeocan.
- 3) Personal Care Items: Nature-based wellness items for daily personal care items such as oral care, including toothpaste, hair care and shampoo, makeup etc. Items in these categories are natural and contain no harmful chemicals.
- 4) Multi-vitamins & Minerals: These are single vitamins, minerals, multivitamins as supplemental for both children and adults.
- 5) Health Aids: Himalayan Salt Lamps, essential oils, oil diffusers, pet supplements, Hazelwood jeweler.
- 6) Grocery Items: These are "staples" to aid in a healthy diet, for example, hemp seeds, coconut oil, wheatgrass, Senna, coconut flour, chia seeds, shitake noodles, almond butter and more
- 7) Fitness & Sports Nutrition: This category product consists of a varied range from Pre-workout supplements to energy boosters and from weight loss products to weight gain products and many more such as amino acids, protein powders and collagen etc.
- 8) Cosmetics: For Makeup, Skin, Hair and Personal Care
- 9) Maternity Products:

10) Baby products: Bathing soap, baby oil, skin rash creams, lotions etc.

### **Some of the major brands for wellness products in the market:**

1. Palmer's 2. Johnson's 3. Mamaearth 4. The Moms Co. 5. Himalaya Baby 6. Chicco 7. Bebe Nature 8. Baby Dove 9. Patanjali

### **1.3 Ayurveda**

Incorporated in Atharva Veda, Ayurveda is a traditional Hindu system of medicine based on the idea of balance in bodily systems (Vata, Pitta and Cough) uses of diet, Natural and herbal treatments along with yogic breathing. Ayurveda gives an integrated methodology for prevention and treating ailment through natural therapies and proper Lifestyle. It states that all illnesses begin with an imbalance or stress in the individual's consciousness. Such an intervention in Lifestyle is a primary Ayurvedic preventive and therapeutic approach. The term 'Ayurveda' is derived from the Sanskrit word 'ayur' that means 'life' and 'Veda,' meaning 'to know.' Thus meaning of Ayurveda is nothing but the science of life', and it is a medical practice in India, Sri Lanka and Nepal. Still, the mythological origin of Ayurveda is credited to the Indo-European "Nastya" or "Aswins," twin physicians of the gods of the ancient Indo-European pantheon. Around 4000-year-old refeNastyato the Nasatya found in Hurrian and Hittite languages, which are now extinct in Turkey, and India's Sanskrit language. Ayurveda is identified as the unpaved or supplementary Veda to the Atharva Veda. In Indo-European languages, 4 Vedas are considered as world's oldest literary books. After 1930, The Himalaya Drug Company has merged Ayurvedic know-how with contemporary medical research methodology to extend the science of Ayurveda to crop scientifically tested herbal solutions.

### **1.4 Herbal Cosmetic Brands in India**

The following table enlists the herbal cosmetic brands popular in India.

**Table 1: Herbal Cosmetic Brands in India:**

| Sr. No. | Brand Name        | Characteristic features  |
|---------|-------------------|--|
| 1.      | Himalaya Herbals  | It is the most trusted and authentic company in India. It is known for its perfect composition and wide range of products.   |
| 2.      | Lotus Herbals     | renowned herbal cosmetic brands of India, Lotus Herbals, offers more than 250 dissimilarities of beauty and cosmetics, items enhanced with all the blimey of roughly not-so-easily-obtainable medicinal as well as relaxing herbs. It is an ISO 9001 company with a universal healthcare approach. |
| 3.      | Khadi Natural     | It is one of the foremost manufacturers of herbal objects in India and has long been distributing customized products to all skin and hair types.  |
| 4.      | Vaadi Herbals     | Perfect mixture of herbal discipline and progressive technology through its extensive range of beauty and personal care products. Procedure of the finest excellence natural herb extracts and extremely reasonable prices are the fields of this brand.   |
| 5.      | Just Herbs        | It is revealing the complete list of constituents for its products. Each item is exceptionally formulated with proficient natural constituents for certifying maximum efficacy, eventual safety and an expensive experience.   |
| 6.      | Biotique          | The company has received worldwide status for the unification of time-tested natural healings with the science of biotechnology.   |
| 7.      | Forest Essentials | Each product that we use from this brand comprises spring water and naturally developed herbs from deep forests. Moreover, all of them are prepared by labor in numerous Himalayan villages.   |
| 8.      | Ayur Herbals      | Every item conveyed by this company is the consequence of detailed research. Genuineness and value are the two most significant pros of this brand.  |
| 9.      | VLCC Very         | It is a common ingredients brand that assures of renovating the personality.   |

(Source: the author has made the table by gathering the information from various websites.)

**1.5 Natural Products Market in India**

Hitherto, *Ayurveda*-based products in the Indian market were circumscribed to hair oils, the indigenous dietary enhancement called *chyawanprash*, and over-the-counter try-on. Now, natural *Ayurvedic* elements are gradually being unified into a growing quantity of product that ranges from Hair shampoos, skincare lotions and creams, oil and talcum powders, oral health care, gels and bathing soaps to cough syrups, health teas, packaged juices, dietary supplements, amongst other FMCG. Product under these segments has massive appeal to India's millennials in metropolitan and rural markets and fascinates older generations who are already familiar with the natural remedies and traditional herbal ingredients.

As per the assessments of the industry, the natural/herbal products segment in India covered forty-one percent of the personal care product segment in 2017, attributing to US\$ 2.5

billion revenue; major metro cities grew at 8 percent, whereas tier two and tier three cities grew at the fastest rate at nine percent. States in southern India and Punjab, Madhya Pradesh and Maharashtra are the leaders in nationwide growth in this natural product segment. Experts of industry projects that grow in the future will be led by Delhi, Uttar Pradesh and West Bengal. Chemist shops being the most effective distribution channeled to 19.4 % growth for this particular segment during FY 2016-17. It is expected that by 2022, the market for the *Ayurvedic* product segment in India to increase threefold to about US\$8 billion. However, the central food safety regulator in India, 'Food Safety and Standards Authority of India (FSSAI)' is yet to approve several Patanjali products. Still, the vast price gap of up to forty percent in few cases witness customers choosing Patanjali product despite its failure to obtain food safety approvals.

On the other hand, foreign companies should be more diligent with prioritizing all the necessary approvals from the regulator body and following standard practices. Furthermore, such corporates are required to take necessary precautions about inspections by government authorities. Companies must comply with the FSSAI's food safety standard checklists.

## 2. Review of Literature

Indian abstracts for Herbal Cosmetics Herbs play a notable role, especially in present times, when the harmful side effects of food processing and excessive medication have occupied alarming proportions. Now they are progressively cosmetics, foods and teas, and even alternative medicines. The increasing interest in basils is a part of the program towards change in lifestyles. This movement is based on the belief that the plants have a vast potential for curative medicine. Manideep et al. (2018) find Wellness industry is in an affluent state in the country. Investigators, associations must make a clear focus, corporate firms and government to reconnoiter to its prime extent. Seeing these feature elements, firms can make tactic formulation for business extension, customer withholding and better facility quality. A focused study has to be made individually on each segment of the industry and derive its competitive factors and gains in the local and global markets. Indian consumer has exposed huge demand for Ayurvedic products and good temperament towards green products (Gupta and Abbas, 2013; Mishra and Sharma, 2010). According to Karnik (2016), the market size of Ayurvedic products in Asia's third-largest economy is expected to grow by 15% between 2016 and 2020, according to Nomura, the Japanese broking firm. In the last five years, the market has fully-fledged at a compounded annual growth rate of 10.7%. Kulaia (2014), in a case, found the motives that impelled Indian FMCG giant Hindustan Unilever Ltd. (HUL) has now re-launched Ayush in Market which is based on Ayurvedic composition. It started with a quick look into the market situation of HUL and its knack to struggle with engrained market players. A slight indication is also provided into Ayush's key contender – Patanjali. It then talks about HUL and Ayush's numerous

characteristics, which could help the latter make serious inroads into the Indian Ayurvedic planetary. It remained to be seen if HUL can take away market share from Patanjali and launch Ayush as a market leader in the Indian Ayurvedic space. Verma & Karla (2018) Herbal and Ayurveda are pleasant, helpful magnets for attracting consumers. Consumers look at Ayurvedic and herbal products as substitutes for better choices with minor side effects. The professed health aids of Ayurvedic and herbal products do not mean that consumers want to compromise product attributes and product functionality. Brand image should be fingered carefully in Ayurveda and herbal product industry also. Existing lessons of brand thinning of different MNC brands and the influence of brand dilution should not be forgotten. Ayurveda and herbal can become their continuing strength if handled deliberately with deep embedded customer connections. Ali, M.I., and Yadav, M. (2015) carried a study of 60 consumers using herbal products in three cities of Bhopal and found that people move to natural products due to threats created by chemical products. They also concluded consumers had an optimistic attitude towards herbal products and faced no secondary effect. Sriram (2016) found that the consumer also evaluates product features for deciding a brand. It is an important factor that explained 30.402% of the variation. The statements as "Ingredients, Flavour, Brand Name and" Color, taste,) are highly correlated with each other. These proclamations reflect product aspects for persuading the toothpaste purchase; hence, the researcher names this part as product-related factors. The majority of 26% of consumers favoring Himalayas, 23.3% purchase Dabur, 18% purchase Vicco and 17.3% consumers purchase Arya Vaidya sala kottakal; 7.3% are involved in Patanjali product and remaining 8% consumers prefer other Ayurvedic products like Ayush, Indica and Ashwini. 84.7% of the consumers are portentous Ayurvedic products to others, while 15.3% are not interested in suggesting others. The influence of buying the Ayurvedic product or herbal product among total respondents shows 20.7% feels that it is easy curing, 54.7% are obvious that Ayurvedic products have no side effect and 8% mention

that it is low cost and its brand image made them to use, and 8.7% consumers have some other reasons to use the Ayurvedic products. Moreover, only 38% of consumers visited Ayurvedic clinics, and the remaining have not visited any clinic. Many of the consumers, around 56% of them are content with the result of Ayurvedic products, and 20% are delighted, 18.7% have a neutral mentality, and only 5.3% are not satisfied with the result of Ayurvedic products. Sujatha (2018) discovered that everyone wants to use quality skincare products, and there is a shift over from chemical-based cosmetics to Himalaya products for its Ayurvedic base and quality. Chandiraleka (2016) applied Garrett's Ranking method and found that 'Pesticides / Chemical free' and 'No adulteration' are the major factors influencing the reasons for preferring Patanjali organic food products. Ayurvedic and Herbal products are available in all Patanjali stores. They are easily available and do not have side effects. India has a rich biodiversity and is hence used for medicinal usage. It can be concluded that all the customers are aware of the product, and the customers are fulfilled with the products' quality and price. Amulya (2013) found that people choose more herbal products. From the factor analysis, it was found that the reason inclined the consumers to purchase Patanjali products are herbal, natural product, and it is more of traditional and chemical-free. The Patanjali is more competitively priced. There are no contaminations that are the cause for the purchase Valand (2018) discovered a large portion of the user is satisfied with Patanjali toothpaste products, and a majority of customers from Colgate, Close up, Vicco, Dabur shift towards Patanjali toothpastes. It is because of the product's reasonable price, advertisements, an Indian Brand and Ayurvedic elements, etc. Simon Pitman (2011) found Himalaya herbals are various natural, operative and benign products that use the special herbs cautiously selected from nature. Uniting the best herbal preparations with years of scientific research, these products commendably bring back your skin's natural health and vivacity. Loganathan (2017) found that 25-30 persons are using this product ratio arrays up to 81% and the age group starting from 31-35 persons are using

the ratio of this product ranges up to 13.3% and 36-40 persons are using the ratio of this product ranges up to 5.7%. This survey reveals that this Himalayan herbal product has good desires among the public. The Himalayan products are being accepted purely as herbal by 61 persons in public). Priyanka (2016) found out of 180 respondents, 112 were Ayurvedic product users. They were compromising the worth of the age-old tradition. Of the age group of 19-55%, 55% favored Ayurvedic products for of their faith. 60% of the respondents in the teenager group were Ayurvedic product users. Dr. Moloy Ghoshal (2016), in the paper "phenomenal success of Patanjali," conducted swot analysis. Moreover, found that people are accepting Patanjali's products because of their herbal nature. It is found that Baba Ramdev is a brand that predisposed Patanjali to peddle more through yoga and the Ayurveda program. In "Funds India, Volume No I. Issue No 90; it was itemized that Dabur, which survives in the market for the last 132 years and has been an ace, has competently leveraged Ayurveda and herbal product aids to its benefit. According to Malviya and Tyagi (2016), "In shampoos, sales of Ayurvedic brands more than pleated to 194 percent, while for MNCs, it deteriorated to 15 percent from 21 percent earlier. "Out of personal care products also, Ayurvedic cosmetics want a special remark when it comes to talking about the growth of Ayurvedic brands. Ayurvedic cosmetics mention beauty products that use natural ingredients entrenched in a Hindu traditional medicine system based on herbal treatments. According to Bundhun (2015), the market for Ayurvedic cosmetics products in India is predicted to proliferate over the coming spans. The market is only beginning to get inhabited with Ayurvedic brands, and it will be a while until it gets to full. According to Manisha (2016), the market drifts and analysis carried out showed that Ayurvedic/ Herbal brands apprehend the ground faster in the Indian FMCG market. Growing consumer awareness and the accessibility of natural substitutes have eased this shift. The fact that the FMCG companies offering synthetic products so far are discovering the natural options shows that they are appalling trailing the market to the Ayurvedic/herbal brands Dabur placed as most



principal healthcare, Ayurveda brand in India in the brand trust report 2012. Dabur's Health Care perpendicular encompasses Health Supplements, Digestives, OTC and Ayurvedic Ethical Products. Dabur has a highly qualified R&D (Research & Development) team and investiture to the century's ancient knowledge of Ayurveda, collected with the latest in discipline to develop valuable products that offer all-inclusive health well-being. (Dabur India Limited Annual Report 2013-14) According to a Tech Sci Research report, "India Ayurvedic Products Market Forecast & Opportunities, 2011-2021", India's Ayurvedic products market is likely to register a CAGR of 16% between 2016 and 2021. It articulates that the expanding health apprehensions and alertness of allopathy's side-effects are some of the main aspects lashing consumer inclination for Ayurvedic products in the country. Dabur's Health Care vertical today embraces Health Supplements, Digestives, Over-The-Counter (OTC) and Ayurvedic Ethical products. This upright subsidized 31.7% to the India FMCG sales in 2017-18. Dabur has been at the vanguard carrying out concerted research to inaugurate the welfares of traditional Ayurvedic formulations, products and Ingredients as per the Nicholas Hall Year Book 2017; Dabur Chyawanprash is the second biggest OTC brand in India after Vicks. The Digestive category added 5.7% to Dabur's India FMCG Business in 2017-18. Hajmola is our flagship brand in this category. Based on a centuries-old Ayurvedic formulation, the brand reported strong double-digit growth during the year and gained market share, particularly in Uttar Pradesh, the prime digestive tablet market in the country. (Dabur India Limited Annual report 2017-18). Agarwal (2018) found that the new branding tool like Swadeshi and Ayurveda has countless sway on the consumers. These means have helped the brand form an insight into Indian and herbal brands. It was found that consumers prefer Ayurvedic and swadeshi products. Also, it was found that the price, quality and packaging of the products of Patanjali have also been influential apart from Ayurveda

### 3. Objectives

1. To overview the wellness industry.

2. To study the trends in the wellness products market.
3. To study the Ayurvedic wellness Brands available in the market.
4. To study consumer behavior towards Ayurvedic wellness products.

### 4. Discussion

- 1) In the last decade, it was found that PAL had reached the market leader position surpassing the other players. It was a matter of astonishment for the market researchers. However, it could be found out that the brand image of Ramdev Baba, spirituality, Swadeshi Factors and Ayurvedic attributes of the product were the key contributors towards the success factors.
- 2) The market already had Dabur, Baidyanath, Himalaya, Vicco, Hamdard etc. As the Ayurvedic market players with a market age of over 100 years. They were sustained because of the trust they gained. The credit, of course, goes to the Ayurvedic ingredients.
- 3) Also, this century is witnessing the boom of beauty products, health supplements that were not seen so far. There is a growing awareness about grooming. Now, this all together has emerged as a wellness industry. Moreover, these wellness products have flooded the market.
- 4) In the yesteryears, the Brand name, Brand image, logo was the marketing gimmicks. However, the contents of the products have emerged now as an utmost importance. Moreover, in many instances, the product attributes have been the "Ayurvedic Herbs." This is the matter of study whether the Ayurvedic ingredients are the new market essential to succeed. There are also some examples where the strategy mentioned above has been practice by the MNCs to gain back the market share lost to Indian Ayurveda-based companies.

### 5. Conclusion

Wellness industry is growing by leaps and bounds in this century. So are the wellness

products in huge demand. There are enormous brands introduced in the market for wellness products. Consumers are convinced about the results of the products as promised only through the Ayurvedic contents. Hence the Ayurvedic ingredients are incorporated in the wellness products. In the last decade, there was a demand for foreign wellness products. However, now we find more Indian Brands that too with Ayurvedic contents. Indian consumer is grown with ideology of strong belief in Ayurveda which is practiced in his day to day life. Hence Ayurveda is once again commanding the wellness market with its purity and authenticity.

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