



# AYUSH



**INVEST INDIA.GOV.IN**

# Sector Overview

## Key Highlights

One of the fastest growing sectors in India

2019-20 Market size was \$18.1 bn

Sector projected to reach US\$ 23.3 billion in 2022

US\$ 1.54 billion Ayush Exports in 2020)

Ayurveda market to grow at 15% CAGR from 2021-2026

Between 2014-2020, sector grew 17% year-on-year

Wellness industry estimated at USD 6.70 billion

## Line Ministry

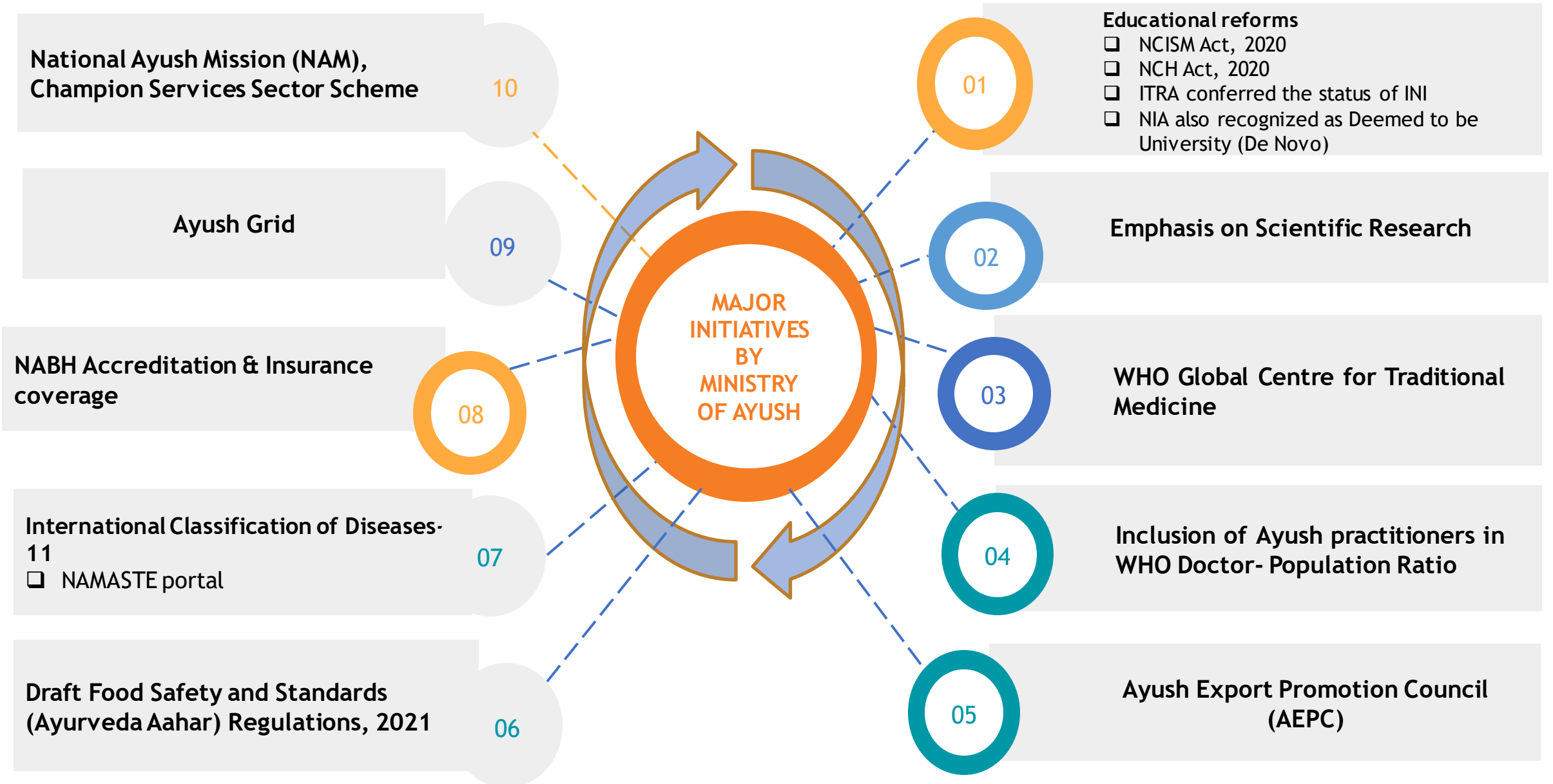


## Sectoral Associations

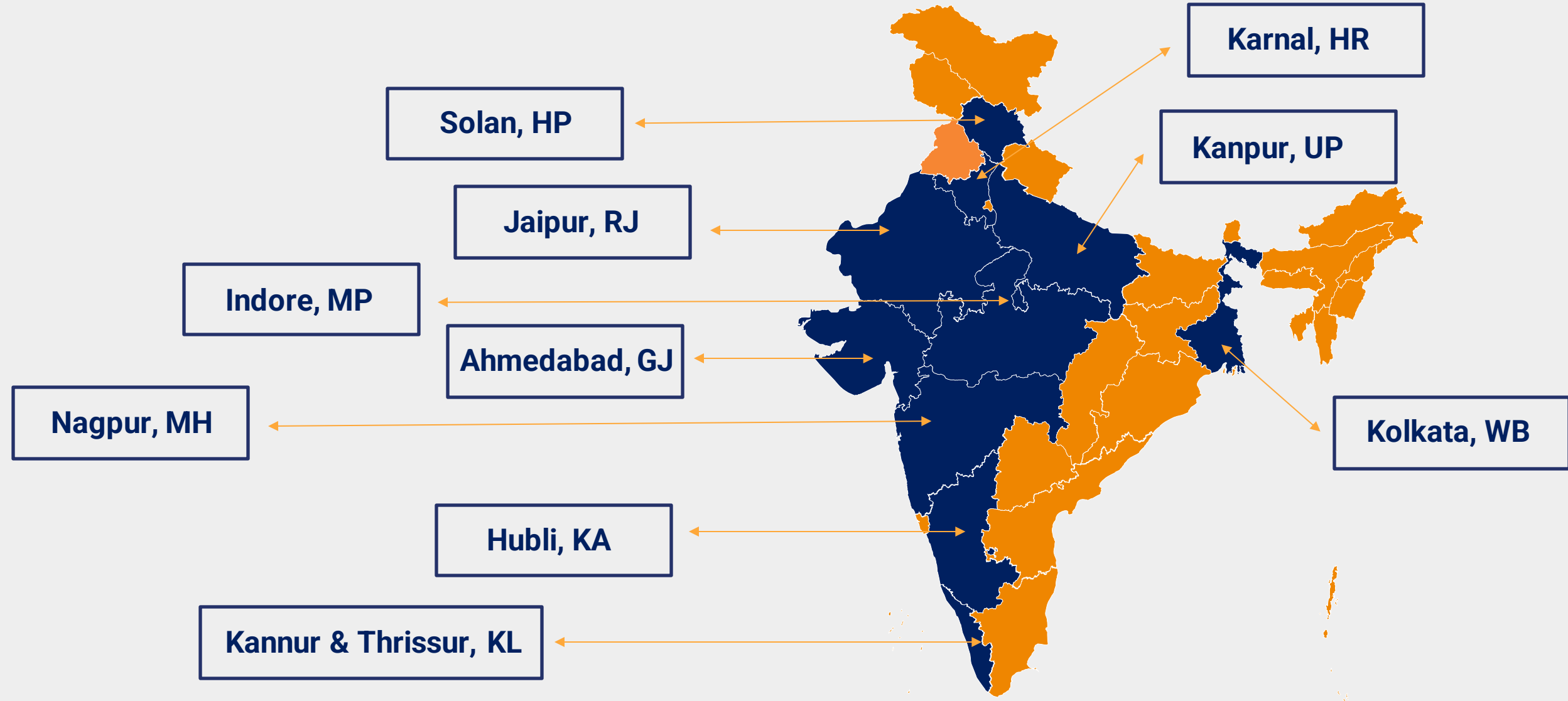


*The Ayush service sector in India (consisting of hospitals, day-care, clinics, and dispensaries) is projected to be \$6 Bn in 2022, while Medical Value Travel (MVT) in India is expected to grow to \$13 Bn in 2022.*

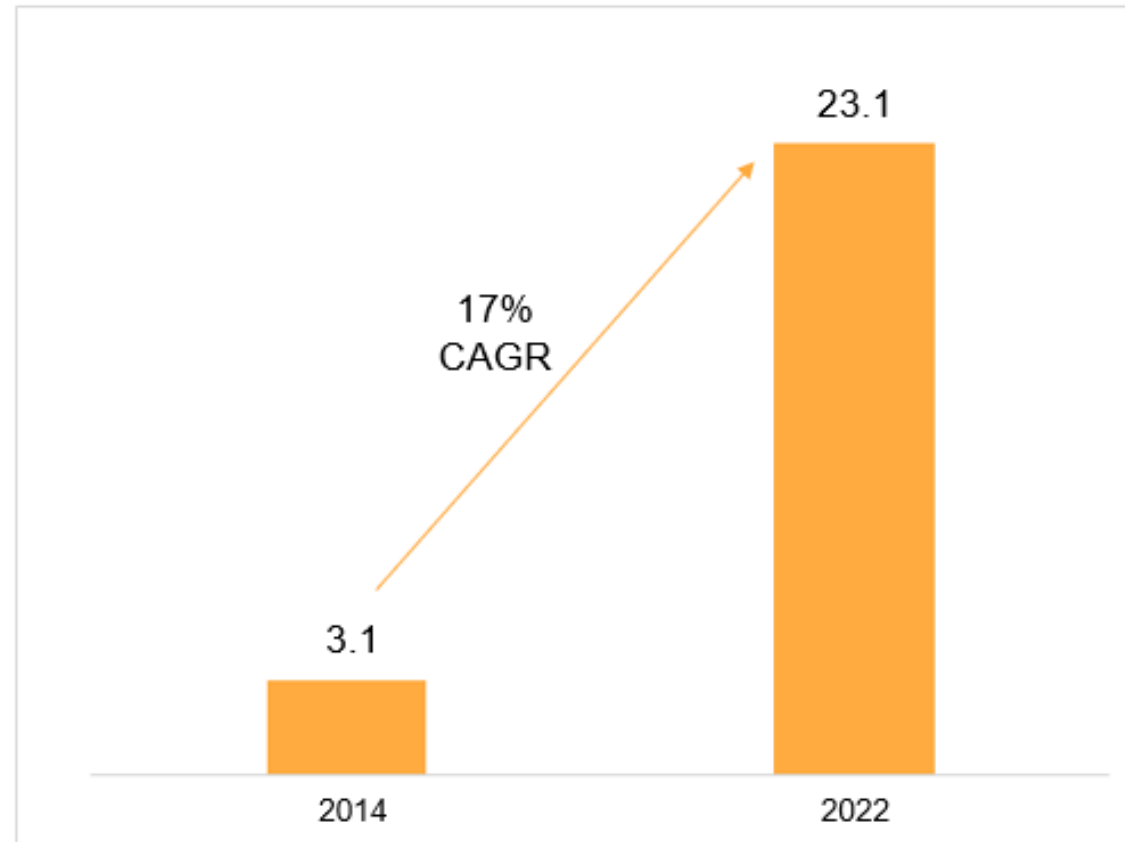
# Major Initiatives- MoAyush



# Major Ayush Clusters- Existing



# Ayush Manufacturing Market Capitalization (US\$ bn): 2014 vs 2022



# Ayush Policy Overview

## Central Policies and Schemes for the AYUSH sector

### 1. Champion Services Sector Scheme

Interest subsidy for establishment of AYUSH Super Specialty Hospitals/Day Care Centres to promote AYUSH based medical tourism and for skill development

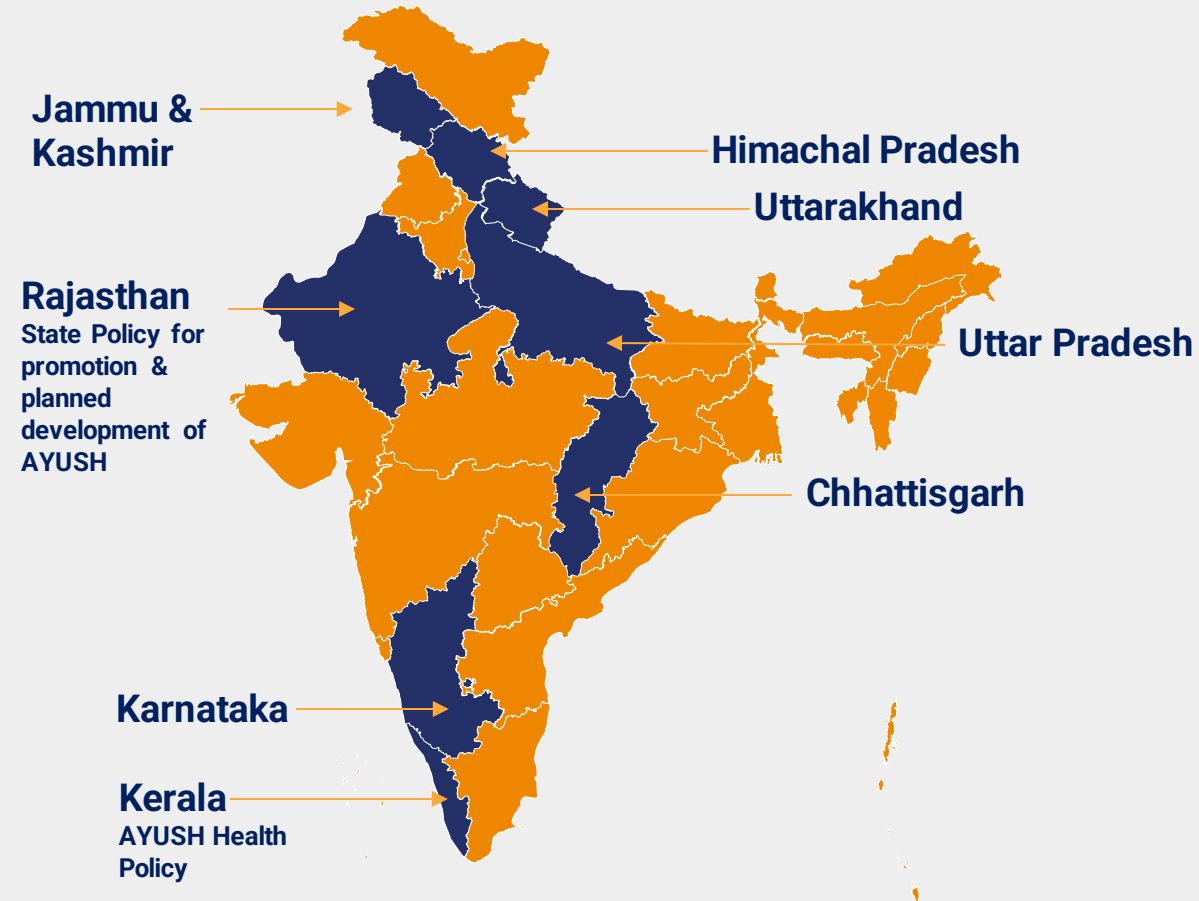
### 2. National Ayush Mission

Promoting AYUSH Medical systems through cost effective AYUSH services, strengthening of educational systems, facilitate the enforcement of quality control of drugs and sustainable availability of raw materials

### 3. AYURGYAN Scheme

Scheme aims at supporting Education, Research & Innovation in AYUSH by providing academic activities, training, Capacity Building etc.

## States with Dedicated Policies for sector





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