FEATURES | FEATURE

# Emerging Trends in the Nutra and Ayurvedic Industries For 2025

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> WordPress post #33992

**Pawanjot Kaur, Co-founder, AYUVYA Ayurveda**

With a focus on the Ayurvedic and nutraceutical businesses, the global health and wellness market has seen substantial developments in recent years. Technology advancements, shifting consumer habits, and growing awareness of sustainability and health will probably cause these two industries to undergo incredible breakthroughs, changes, and integrations in 2025. The article will examine some of the trends that are anticipated to have an impact on the nutraceuticals and Ayurvedic industries in 2025, including Plant-Based and Adaptogenic Ingredients; Sustainability and Eco-friendly Practices; Personalised Nutrition and Ayurvedic Solutions; Immune Support and Mental Health; and Technological Integration in Product Development.

In recent years, there have been significant changes in the global health and wellness market, with particular emphasis on the nutraceutical and Ayurvedic markets. Nutraceuticals, which include functional food, food supplements, and enriched drinks, are increasingly becoming a component of contemporary wellness practices. On the other Indian system of medicine, Ayurveda, which is steeped in centuries of tradition of natural solutions and overall well-being, is witnessing global interest due to the growing use of natural and organic products. In the year 2025, these two industries will likely witness amazing innovations, transformations, and integrations due to changing consumer behaviours, technological developments, and the increased consciousness of health and sustainability. Some trends expected to influence the nutraceuticals and Ayurvedic industries in 2025 are outlined below.

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