

Ginseng Market Industry to Witness Steady Expansion During 2024 - 2031 | NOW Foods, Oxford Vitality, BAYLIS and HARDING

Ginseng is a slow growing perennial plant which can live for more than a century and has green oval-shaped leaves with fleshy roots. There are mainly two

BURLINGAME, CALIFORNIA, UNITED STATES, July 9, 2024 / EINPresswire.com/ -- Market Overview:

Ginseng, also known as Asian or Korean ginseng, is an herb that is widely used in traditional Chinese medicine. The root of the ginseng plant is used to make medicine containing compounds believed to have health benefits.



Ginseng Market Industry

Market Dynamics:

Ginseng is highly valued in East Asian traditional medicine as an 'adaptogen', meaning it helps the body manage stress and maintain homeostasis. Ginseng products are also popular as supplements around the world due to perceived health benefits like boosting energy levels, reducing fatigue, and strengthening the immune system. Additionally, rising consumer awareness about natural ingredients based products is expected to boost the demand for ginseng in the healthcare and dietary supplement industries. Population aging coupled with growing health consciousness is anticipated to drive the global ginseng market during the forecast period 2024-2031.

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Ginseng Market Opportunity: Growing Online Sales Platforms expanding Reach

The increasing popularity of online shopping platforms presents lucrative growth opportunities for ginseng producers and sellers. More customers are purchasing ginseng through e-commerce websites and apps due to convenience. Sellers can tap global customer base showcasing various ginseng products on digital marketplaces. Online platforms help promote ginseng products via multimedia content, customer reviews increasing visibility. They offer single-click shopping experience with faster deliveries. Producers are able to set competitive pricing online assessing real-time demand trends. Digital payment options make online purchases safe and hassle-free for customers. Emerging markets across world are going digital at faster pace opening ginseng market to new geographies. Online retail provides means to directly engage with consumers and understand evolving preferences better.

Ginseng Market Trend: Rising Demand for Organic and Premium Varieties

There is growing consumer trend for organic and value-added ginseng products. Customers are willing to pay premium for organic varieties grown without pesticides and certified by international organizations. They prefer ginseng cultivated through sustainable farming practices. This provides impetus for producers to adopt organic cultivation employing natural methods that are friendly to environment. Manufacturers are enriching standard ginseng with superfoods like turmeric, ginger, adaptogens etc to appeal to health-conscious buyers. Product innovation in forms like capsules, extracts, teas attract new customers. Premium ginseng sourced from certain geographical regions having desired characteristics fetches higher prices. This encourages farmers to focus on high-quality specialty varieties meeting international organic and quality certifications. Rising demand drives investments in processing facilities for value-added ginseng products export.

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Top Companies Featured in This Report:

- NOW Foods
- Oxford Vitality
- BAYLIS and HARDING
- Glanbia
- RFI Ingredients
- Korean Ginseng Export Corporation
- Nature Essential
- Jilin Zixin Pharmaceutical Industrial
- Starwest Botanicals
- Hain Celestial
- Nutra Green Biotechnology
- Bounce Foods
- Hain Celestial

- Kefiplant
- Naka Focus
- Ethical Naturals
- Ranbaxy Laboratories
- Victoria Health
- Allcura Naturheilmittel GmbH
- Great Mountain Ginseng
- Elemis Ltd.
- Inovital
- others.

Market Segmentation:

By Product Type:

- Powder
- Capsule
- Liquid

By Applications:

- Dietary Supplements
- Personal Care
- Pharmaceutical
- Oral care
- Food and Beverages

Key Regions/Countries Classified as Follows:

- » North America (U.S., Canada, Mexico)
- » Europe (Germany, U.K., France, Italy, Russia, Spain, Rest of Europe)
- » Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)
- » South America (Brazil, Argentina, Rest of SA)
- » Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

Key Insights from the Global Ginseng Market Market Analysis:

Market Size Evaluation: Assessing the value and sales volume of the Ginseng Market market spanning from 2024 to 2031.

Market Trends and Dynamics: Analyzing the drivers, opportunities, challenges, and risks influencing the Ginseng Market market.

Macro-economic and Regional Impacts: Exploring how global inflation and geopolitical events affect the Ginseng Market market.

Segment Analysis: Examining the market value and sales volume of Ginseng Market by type and application from 2024 to 2031.

Regional Market Overview: Assessing the current situations and future prospects of the Ginseng Market market in different regions.

Country-level Studies: Providing insights into revenue and sales volume for major countries within each region.

The report also delves into the competitive landscape, key players, trade patterns, industry value chain, recent news, policies, and regulations. Should you have any inquiries or require customization options, please don't hesitate to contact us.

In summary, whether you're engaged in manufacturing, distribution, or investment within the Ginseng Market sector, this report furnishes invaluable insights into market segments, drivers, challenges, investment prospects, regional dynamics, major players, growth strategies, prevailing trends, and hurdles influencing the industry's expansion.

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Author Bio:

Alice Mutum is a seasoned senior content editor at Coherent Market Insights, leveraging extensive expertise gained from her previous role as a content writer. With seven years in content development, Alice masterfully employs SEO best practices and cutting-edge digital marketing strategies to craft high-ranking, impactful content. As an editor, she meticulously ensures flawless grammar and punctuation, precise data accuracy, and perfect alignment with audience needs in every research report. Alice's dedication to excellence and her strategic approach to content make her an invaluable asset in the world of market insights.

(LinkedIn: <https://www.linkedin.com/in/alice-mutum-3b247b137>)

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Mr. Shah

Coherent Market Insights Pvt. Ltd.

+1 206-701-6702

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