



2020 Market Analysis of Natural Medicine scheduled at Vancouver, Canada during May 05-06, 2020

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Summary of Natural Medicine 2020

Natural herbs have been the source of medicinal cures long before recorded history. Over time, people have narrowed down the plants with the desired medicinal properties. Scientists have found that over the same region and even all over the whole world people use similar species of plants for similar medicinal purposes.

The use of medicinal herbs for maintaining health also extends to other areas. Many human cultures across the world have also been utilizing natural ingredients for cosmetic and physical fitness maintenance regimens.

[Herbal medicine](#) works mainly because they contain some chemical ingredients that interact favorably with the human body or immune systems to combat disease. It was only through the advancements of modern scientific method and the disciplines of chemistry and biology did people began to understand what make herbal remedies work. As modern sciences developed, scientists began to study the chemical compositions of traditional herbal medicines. This study, together with modern knowledge of human biology, led to the development of modern pharmaceuticals.

In today's world of high-tech Western medicine, natural medicines have begun a comeback in recent years. In beauty care, the use of herbs and natural, organic substances are also making a huge comeback.

Industry Insights

The global [alternative & complementary medicine](#) market was expensed at USD 40.32 billion in 2015. Owing to the increasing backing by the masses, increased mode of traditional therapeutic methods has a capacity for extensive growth in the coming decade. It was predicted that more than 60% of the global population uses some or the other form of traditional medicine as of 2015. Alternative medicine comprises the application of traditional methods of medication such as the usage of herbs and other mind and body

repairing techniques that are mostly based on faith and belief.

Complementary & Alternative Medicine Market, by intervention, 2013 - 2025 (USD Billion)

Most of the alternative therapies comprises long term treatment and are mostly used for chronic pains and disorder. Recent times have seen a surge in the number of studios and outlets in the form of start-ups and well-established firms offering dietary herbal supplements and many other accessories needed for treatments and this is a trend that is likely to continue and boost market growth throughout the estimate period.

The [alternative medicine](#) market is currently at a state of steady growth in different regions, with some key Asia Pacific economies advancing for the increased usage of these treatments as part of an enhancement to medical tourism for complementary therapies. Market growth hugely depends on the adoption of the traditional medicine around the globe. However, lack of approved clinical support can hinder adoption by regulatory bodies restricting usage in many of the developed regions.

Intervention Insights

Botanicals history for the largest share of revenue generated in 2015 owing to the caset that a large base of population in developed countries use herbal/non-herbal dietary supplements such as vitamins, minerals and other digestive supplements. Various technological advancements are being combined with the traditional medications like acupuncture and magnetic interventions.

Government drives like the AYUSH ministry by India and Canada's efforts to legalize the alternative medicinal medications are likely to break through the market. Botanical that incorporates Ayurveda had Naturopathy, find compelling demand as dietary supplements and natural products for the treatment of skin diseases and chronic pain. Growth in medical tourism is expected to

encourage the usage of complementary & alternative treatments over the forecast period.

Distribution Method Insights

The key component of [alternative medicine](#) lies in the delivery of treatment to the individual. Most of alternative & complementary therapies are delivered through direct contact, like in the cases of acupuncture, naturopathy, energy healing and others. This incorporates the application of naturopathic therapy on the individual.

Direct contact delivery accounted for the major contribution of market revenue and amounted to over 70% of value. However, this is likely to slightly diminish due to the integration of distant technologies and remote therapy delivering which eliminate the need for physical presence of the customer significantly increasing the reach of the individual therapy provider.

Complementary & Alternative medicine market share, by region, 2017 (%)

Report Scope

Attribute	Details
Base year for estimation	2016
Actual estimates/ Historical data	2013 - 2016
Forecast period	2017 - 2025
Market representation	Revenue in USD Million and CAGR from 2016 to 2025
Country scope	North America, Europe, Asia Pacific, Latin America, Middle East & Africa
Report coverage	Revenue forecast, company share, competitive landscape, growth factors and trends
15% free customization scope (equivalent to 5 analysts working days)	If you need specific market information, which is not currently within the scope of the report, we will provide it to you as a part of customization

Market Analysis of Natural/Herbal Medicine in Canada

[Herbal/traditional products](#) is projected to record a value CAGR of 1% at constant 2016 prices over the forecast period, with sales set to reach JPY392 billion in 2021. Herbal/traditional dietary supplements will remain the most important herbal/traditional products as a result of the growing elderly population and rising awareness of disease prevention.

Market Analysis of Ethnopharmacology

To meet the increasing demand for raw material, to conserve wild resources, and to reduce the potential variability in the active ingredient content in medicinal

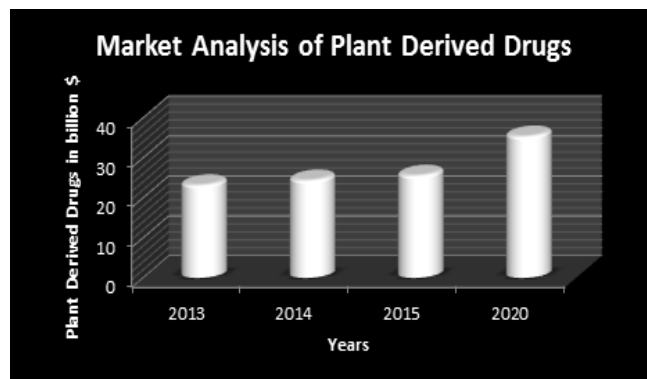
plants from different collection areas, it is important to implement more controlled cultivation programs to ensure quality and to protect resources. The global market for botanical and plant-derived drugs was valued at \$23.2 billion in 2013 and \$24.4 billion in 2014. This total market is expected to reach \$25.6 billion in 2015 and nearly \$35.4 billion in 2020, with a compound annual growth rate (CAGR) of 6.6% from 2015 to 2020.

Market Analysis of Applied Plant Science

The global market for plant science is expected to reach USD 22.1 billion by 2020, growing at an estimated CAGR of 10.3% from 2014 to 2020, according to a new study by Grand View Research, Inc. Plant Science based products dominated the overall market in terms of revenue at 36.4% in 2013 majorly owing to the presence of a relatively larger in University of Marylander of R&D programs. Plant Science based medicinal product segment on the other hand is expected to grow at the fastest CAGR of over 12.0% from 2014 to 2020 due to increasing demand for population based therapeutic solutions and subsequent increase in R&D initiatives.

Market Analysis of Plant Derived Drugs & Industrial Pharmacognosy

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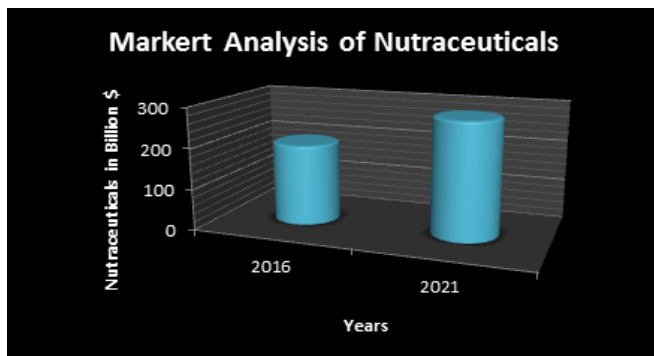


Global Market Analysis of Traditional Chinese Medicine (TMC)

[Traditional Chinese Medicine](#) Hospital industry in China has accelerated its development. From 2012 to 2022, value-added for this industry is expected to increase at annualized rate of 12.8%, higher than China's GDP growth during the same period of about 6.5%.

Global Markets Analysis for Nutraceuticals

A market research report produced in 2012 documented that the globally nutraceuticals market would reach US\$250 billion by 2018, characterizing that market as "Dietary Supplements and Functional Foods & Beverages". The global nutraceuticals market should reach \$285.0 billion by 2021 from \$198.7 billion in 2016 at a compound annual growth rate (CAGR) of 7.5%, from 2016 to 2021.

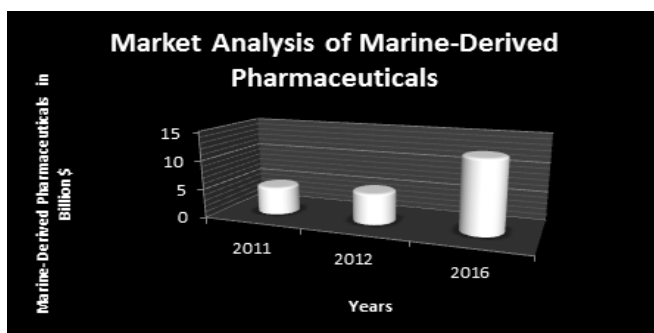


Global Market Analysis of Natural Skin and Hair care Products:

Organic skincare products dominated the global demand, and the segment generated revenue exceeding USD 3 billion in 2015. Organic hair care products are anticipated to grow at a CAGR of over 9% from 2016 to 2025. The increasing importance of natural ingredients for providing dandruff protection, hair fall control, and shining effect is expected to have a favorable impact on the industry.

Global Markets for Marine-Derived Pharmaceuticals

The global market for marine-derived drugs by type was around \$4.8 billion in 2011, which is expected to be around \$5.3 billion in 2012. This global market is forecasted to reach \$8.6 billion by 2016 at a compound annual growth rate (CAGR) of 12.5% for the five-year period of 2011 to 2016.



Funds allotted to Natural Medicine Research: -

Funding's for Natural and Herbal Medicine

The National Center for Complementary and Integrative Health (NCCIH) at the National Institutes of Health (NIH) funds and conducts research to help answer important scientific and public health questions about [complementary health](#) approaches. NCCIH works to determine what is promising, what helps and why, what doesn't work, and what is safe.

Funding for Research on Complementary and Alternative Medical Approaches (NIH)

Visualizing your tumor as an enemy base being fired upon by your body's fleet of jet fighters or having tiny needles inserted all over your body may sound like strange ways to treat disease, but more and more often, patients are turning to unconventional treatments for a variety of ailments either instead of, or in addition to, mainstream medical practices.

Funding's for Traditional & Herbal Medicine As attention & public funding for [International Traditional and Herbal Medicine Research](#) collaborations grows, more detailed analysis of ethical matters in this research is warranted. Scant literature has addressed selected issues such as informed consent & independent review associated to [traditional and herbal medicine](#) research.^{6,7} Here we apply a practical, comprehensive & widely accepted ethical framework to international traditional and herbal medicine research.

Funding NIH

[National Center for Complementary and Alternative Medicine](#)

Budget Mechanism \$127,930 (Dollars in Thousands). It is estimated that Europe alone annually imports about 400,000 tons of medicinal plants with an average market value of US\$ 1 billion from Africa and Asia.

But what do we really know about the efficacy of such interventions?

Anecdotal evidence suggests that some complementary and alternative practices work, but very few of these treatments have been studied systematically. This is precisely why two different entities, the Office of Cancer Complementary and Alternative Medicine (OCCAM) and the National Center for Complementary and Alternative Medicine (NCCAM), have been created within the National Institutes of Health (NIH).