



## ASIA

# INDIA

### **1. What has been making news in this country in terms of the business of wellness?**

India is known as the birthplace of Ayurveda and yoga, and with the growing popularity of these holistic systems, more and more people are turning to these alternative systems for preventive care and maintenance of overall wellbeing. We are also seeing youngsters in their 20s and 30s choosing Ayurveda, yoga and meditation with the intention of adapting to healthy living. The industry is witnessing an influx of gyms, fitness apps and other such technologies to help consumers achieve their fitness goals, balance their work-life, and address both physical and mental health. There is also a growing demand for wellness travel—be it for a weekend de-stress program, a yoga retreat or a 21-day panchakarma detox. All this has opened more opportunities for start-ups and businesses in the area of wellness with new models, such as AyurUniverse, disrupting this sector. Whether it is for an Ayurveda therapy or yoga holiday, customers are looking for customization. Wellness-based apps offering yoga classes and Ayurveda DIY tips, for instance, are gaining popularity as they provide real-time information tailored to the customer's individual needs. Businesses are looking to take a more predictive approach with the use of technological advancements, such as artificial intelligence and algorithms, to personalize customer experience. The government of India is also looking to boost popular systems like Ayurveda and yoga as well as the lesser-known holistic systems, such as Siddha and Marma Chikitsa, to the global audience. The Ministry of AYUSH already exempts service tax from yoga schools and Ayurvedic hospitals. The need of the hour is for both private and government bodies to consolidate their efforts in boosting the sector to maximum benefit for the global wellness customers.

### **2. Please provide 1-2 sentences that describe what you think is an important development in this country for each of the following wellness sectors.**

#### **BEAUTY & ANTI-AGING**

There has been an influx of day spas offering modern and ancient beauty therapies across the country today. One of the reasons behind the increase in demand for the industry is the increasing aging population, growing awareness about health and beauty, and growing concerns about appearance, especially among the middle-aged and elderly.

## **COMPLEMENTARY & ALTERNATIVE MEDICINE**

The perception, attitude and usage of Ayurvedic products and medicines have changed immensely in the last few years with the launch and popularity of Ayurvedic products and medicines in the market. Companies, such as Patanjali, have changed the way people perceive alternative medicines.

## **HEALTHY EATING, NUTRITION & WEIGHT LOSS**

There is a lot of investment in the health and nutrition industry with health apps, healthy meal delivery, and vegan or Sattvic restaurants on the rise. People are more conscious of what they are eating. This stems from the fact that most Indians like to have that guiding hand providing them with convenience and expertise rather than take a self-reliant approach.

## **SPA INDUSTRY**

Day spas offering traditional Ayurvedic therapies for relaxation are booming. From luxury spas to airport spas to spas in malls, Indians are seeking every opportunity to take some time out of their hectic schedules and pamper themselves. Even fitness centers and salons are offering different types of massages for those who want a break.

## **WELLNESS TOURISM**

The wellness industry is one of the fastest growing industries in India today. The Indian wellness industry was estimated at close to \$13 billion in 2015, with a growth expected at a CAGR of nearly 12 percent for the next five years, reaching \$23 billion by 2020. With significant scope for penetration in areas like nutrition, rejuvenation, ailment management and yoga, the Indian wellness market is a huge business opportunity waiting to be harnessed.

## **WORKPLACE WELLNESS**

The stressful and hectic lifestyles of corporates have made them more conscious about their health, and companies are turning to alternate wellness therapies and retreats for that much-needed break. Corporate wellness programs have also evolved with companies choosing to hire consultants to design specific programs based on individual requirements as well as by regularly inviting specialists to help employees manage their health better.

### **3. What are the most important, eye-opening or emerging trends in wellness happening now in this country?**

The breathtaking speed at which the Indian market has opened to Ayurvedic products in recent years has been one of the most important new trends in the country. While Ayurveda and yoga have been part of the Indian culture for a long time, it was only in recent years that we have seen more mass acceptance of the use of Ayurvedic medicines and other products. While yoga and meditation have become part of all health clubs and gyms, there is also more awareness for the use of natural herbs and sattvic meals, especially among the younger generation. This demand for “all things natural” is manifested in different ways, including chemical

free, organic, herbal or Ayurvedic! This not only validates the benefits of this age-old wisdom, but we are seeing the new generation embrace this traditional science with greater ease.

#### **4. What do you see as the greatest strength of the wellness market in this country?**

Ayurveda is an ancient health care tradition that has been practiced in India for at least 5,000 years. The fundamental principle of Ayurveda is to maintain good health by combining healing massages, yoga, meditation and sattvic diets. Today, popular gurus from India are continuously promoting yoga and Ayurveda with the aim to spread the benefits of these authentic traditions, both inside the country and across the world. This requires that the highest level of teaching and practices. Ayurvedic products have become one of the largest businesses in India today. This is a testament to the growing awareness of Ayurveda, its foods and herbs and medicines, as they form the foundation for a healthy life.

#### **5. What do you see as the greatest weakness of the wellness market in this country?**

The lack of inventory/availability is one of the shortcomings the country faces today. This is mostly due to dependence on traditional markets for yoga in Rishikesh and Ayurveda in Kerala—while centers across the rest of the country are underutilized. The wellness industry in India is also a largely fragmented market with poor or no segmentation or standardization, making it hard for customers to choose the right wellness center or the right wellness program.

#### **6. What do you see as the biggest opportunity in the wellness market in this country?**

India has earned itself the status of a hub for medical tourists seeking ancient healthcare systems from around the world. The revival of yoga and Ayurveda in India is set to be a game changer for the wellness industry. From alternative medicine, nutrition, ailment management, yoga and corporate wellness, there are significant opportunities waiting to be harnessed. Today, health insurance companies are acknowledging traditional and alternative medicine, including Ayurvedic treatments; hence, the possibilities are limitless.

#### **7. What do you see as the biggest threat to the wellness market in this country?**

The discipline of Ayurveda has been traditionally passed down from generation to generation, where Vaidyars (Ayurvedic practitioners) have spent their entire life mastering the art of Ayurveda. Today, one of the biggest threats facing this age-old science of Ayurveda would be the dilution of its offerings. While we have seen yoga take on several new fads, such as hot yoga or beer yoga, short-term yoga teacher training programs and quick-fix panchakarma programs are being offered to customers, thus diluting the science and risking losing its authenticity.

#### **8. Which sector of the wellness economy are you most involved with?**

Wellness Tourism



**SUBMITTED BY:**

**Name:** Vijay Kumar Karal

**Company:** Grannus Premier Wellness Services Pvt Ltd

**Job Title:** CEO & Founder

**Country (Where You Reside):** India

**Email Address:** vijay@ayuruniverse.com

**Phone Number:** 09886377734

