

# Ayurvedic products a new phase in FMCG markets

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**Abstract:** This research explains the concept of ayurvedic product in new phase of FMCG markets. The ayurvedic product has gained a particular attention in the modern world and the consumer are now shifting towards the Ayurvedic products. Ayurvedic products has a wide range of product line in the phase of FMCG.

This research highlights the companies which has contributed to the development of Ayurvedic products in the market line of FMCG. Ayurvedic products are made by natural ingredients and which do not harm the environment. They are not hazardous product. This product is accepted by people at larger segment population especially in Indian market. FMCG will help to understand the buying behavior of the consumer and also beneficial product mix.

## Introduction

According to the information ayurvedic products are those products which are assumed to be environment safe. Consumers have shifted towards this products quite easily because of the benefits of the ayurvedic products. Ayurvedic products are only made through natural ingredients. It is very fast moving consumer goods. The history of ayurvedic products is very old in India.

## Purpose

- To understand the concept and need of ayurvedic products in FMCG market .
- To understand the product chain line and practices of ayurvedic products in india.
- To understand the challenges faced by ayurvedic products in FMCG market.

## Research Methodology

The research paper is based on secondary data. A number of research papers published in the journal are studied to understand the concept that how ayurvedic products is a new phase of FMCG markets. Information about the ayurvedic products in FMCG market have been gathered from company's webpages, journal and articles.

## Literature review

According to Sanjeev Verma and Mohit Kalra , the research paper tells about the critical success factors for ayurvedic products which were launched in India. The assurance of brand image plays an important role in accepting new ayurvedic products in FMCG markets.

According to Vinod Kumar, Ankit Jain , Zillur Rahman and Akhil Jain , the companies who have done marketing through spirituality ayurvedic products only those have make an impact on FMCG markets like Patanjali. Here in this research paper yoga is considered as the dimension spirituality . Through this, Patanjali has launched several products in FMCG markets and those products are quite successful in FMCG markets because of marketing through spirituality.

According to Vineet Sharma , Saumya Gulati , Ashutosh Pandey, Dev Nath Singh Gautam, the ayurvedic products have played a major trend in FMCG markets. The products are now becoming the fast moving consumer goods. With increasing demand of ayurvedic products in FMCG markets many companies like Patanjali , Dabur etc. are interested in expanding the market.

According to Indu Mehta ,s the demand of ayurvedic products is rising in FMCG markets and this is giving a tough time to other global products. There is a brand war between Patanjali and global companies in FMCG market.

## How ayurvedic products is giving a new dimension to FMCG market?

### 1) The Makeover

There are large number of products available in the market but when it comes to Ayurvedic products the companies has not left any problem behind. The companies has made the products available and services in each and every categories which complete the makeover. Making of ayurvedic products the old techniques and natural ingredients has been used , which is effectively mixed to form the products. And this FMCG market has given a new toss to make the products.

By introducing new technology of making the ayurvedic products has become easier . Daily life products like creams, soap, shampoos, toothpastes etc. has brought a new life in the industry.

## 2) The scope

FMCG companies which have understanding Ayurveda with brief. Better way for the consumer which they like natural and ayurvedic products. The markets seems bright for FMCG companies as there is no lack of varieties and Ayurvedic products is more popular among the people. The prices of the product is not that high they . Nowadays , people like natural products. The rural consumption for ayurvedic product is more as compared to the use of chemical products. The advantage of the product is that it does not harm living beings and nature also. New technology has increase the demand of products which is good for FMCG markets.

## 3) The varieties

FMCG companies have taken Ayurveda to a new levels. The companies like Patanjali, Dabur, Hamdard, and many more have good growth production in market and also new varieties were introduced which is good for the consumers. This ayurvedic products are more popular among the consumers . From creams to soaps, ayurvedic products has caught up with all the sections in the FMCG sectors.

## 4) The Market

The demand of ayurvedic products is growing at a faster rate and when it is observed from the point of view of FMCG companies, it seems to be promising growth with new research and developments. Online availability of products and services will add more growth and consumers will have easy access . Offers will boost the sales and discounts can be given to the consumers or buyer.

### Companies / Initiatives which practice ayurvedic products

#### 1. Patanjali

In 2006 Ramdev baba has established the Patanjali Ayurved limited along with Balkrishna. With the objective of establishing Ayurveda and use of the latest technology. Patanjali food and herbal park is at Haridwar and the main production facility operated by Patanjali Ayurveda. Their production categories is mainly of personal care and food. The ayurvedic products which are introduce by Patanjali are like toothpaste, shampoo etc.

#### 2. Himalaya

Himalaya was founded by M Manal . They have a wide range of ayurvedic products like toothpaste, shampoo etc. A well know product of Himalaya is Neem Face Wash.

#### 3. Vicco Group

Vicco group is known as Vishnu Industrial Chemical Company. In 1952 it was founded by late Shir K.V.Pendharkar. Ayurvedic products of vicco are toothpaste, herbal shaving creams etc. It is one of the India's most trusted brands.

#### 4. Dabur

Dabur is one of the India's Largest Ayurvedic medicine and manufacturer of natural product. Dr.S.K.Burman has set up Dabur India Limited in 1884 to produce his ayurvedic formulations. His son C.L.Burman, set up Dabur's first research and development unit. They have had handover the management of the company to professional in 1998. According to Brand Trust Report, Dabur is one of trusted brand in India. The ayurvedic products of Dabur are Vatika shampoo for personal care , Hajmola for digestive , creams for skin care and Real juice for fruits based drinks.

#### 5. Baidyanath Group

Baidyanath Group is specializing in Ayurvedic products . In 1917 Ram Dayal Joshi has founded Shree Baidyanath Ayurved Bhawan limited and its registered office is in Kolkata. They were awarded by 2 lakhs rupee every year for best book on Ayurveda. Baidyanath FMCG product is like natural juice, Aloe Vera face wash.

### Conclusion

Ayurveda is a very old system and it is used by our ancestor to solve the problem of daily life. In the 21<sup>st</sup> century, Ayurvedic product still being used . FMCG companies has help the industry to bring new products in every possible way. This has increased the growth of market and also helped the consumer to get connected to their products.

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