



The Rise of Ashwagandha

INGREDIENT DEEP DIVE

Why The Supplement Has Seen Explosive Growth and
How It's Expanding Beyond The Supplements Space





Rise of Ayurveda, The Holistic Approach to Health

Ayurveda, an ancient Indian system of medicine dating back over 3,000 years, focuses on holistic wellness by balancing the body, mind, and spirit through personalized treatments, including diet, herbal remedies, yoga, and lifestyle practices, to promote self-healing and long-term health.

Popular Ayurvedic Herbs (Dol % Chg)



Ashwagandha
+26.7%



Turmeric
+1.8%



Moringa
+38.9%



Holy Basil
+14.6%



Triphala
+6.1%



The Rise Of Ashwagandha

A herb that has been part of ayurvedic medicine for years has gained popularity in the US – but why?

Social Media Trending: Ashwagandha

r/Supplements • 3 yr. ago

[deleted]

Ashwagandha

General Question

I'm gathering a few people in this group take ashwagandha. What were its affects like for you? Looking to start taking it but wanted a clearer picture before buying some.

27

99

Share

r/Anxiety • 9 mo. ago

One_Progress_4160

Thoughts on Ashwagandha?

Discussion

Personally never tried supplements directly for my anxiety. My uncle who also has an anxiety disorder recommended it to me since it has helped him in the past. I've also seen a lot of positive reviews, and some where the effects have not occurred at all.

I'm not well-versed in herbal remedies at all, so I'm just wondering how everyone's experiences were with it? Is it mostly placebo in efficacy or does it actually help? I'd like to have a way to calm down quickly without using my benzo prescription.

If anything I can ask my psychiatrist and share their opinions here as well since i've never considered it.

44

123

Share

300 mg of Ashwagandha 2x Daily Causes 'Enormous' Changes in Serum Cortisol

0:00

1:51

AMA #3: Adaptogens, Fasting & Fertility, Bluetooth/EMF Risks, Cognitive Load Limits & More ...

7 of 16

Ashwagandha benefits

2023-7-12

Do you take ashwagandha? As you guys know I'm a firm...

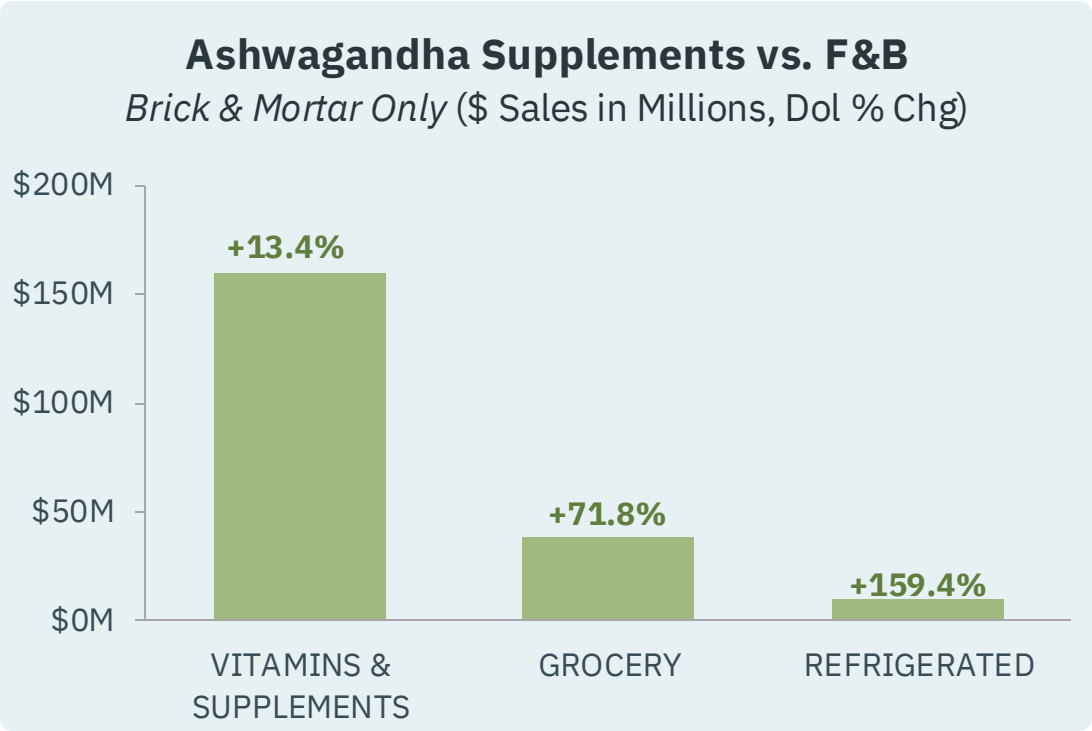
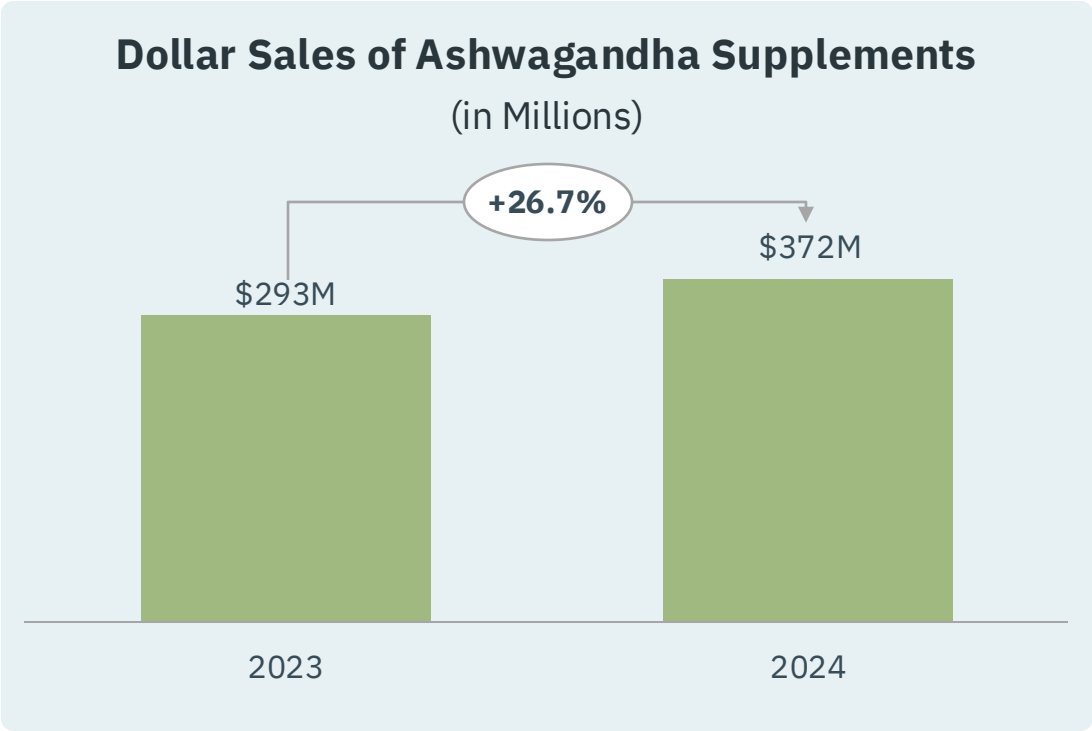
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Ashwagandha Sales Continue to Grow

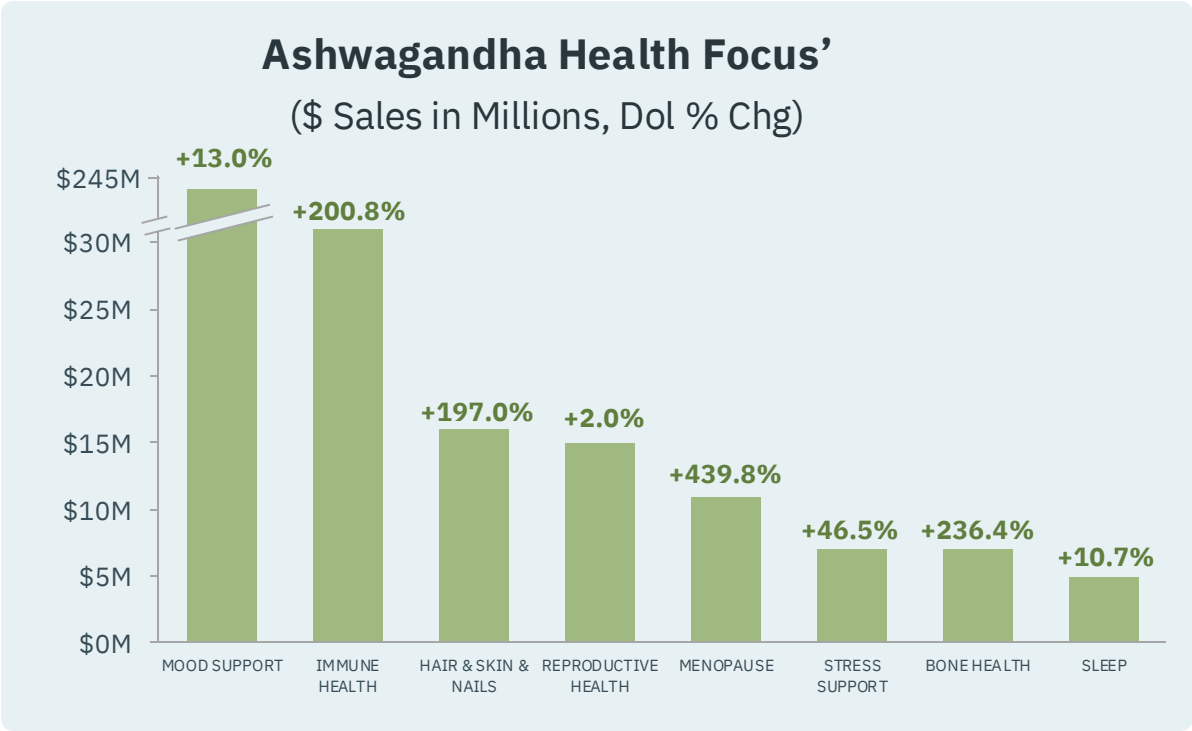
Though it is seeing a decline in sales in Brick & Mortar, growth of sales on Amazon has pushed Ashwagandha supplements to new heights





Ashwagandha's Evolving Role in Health

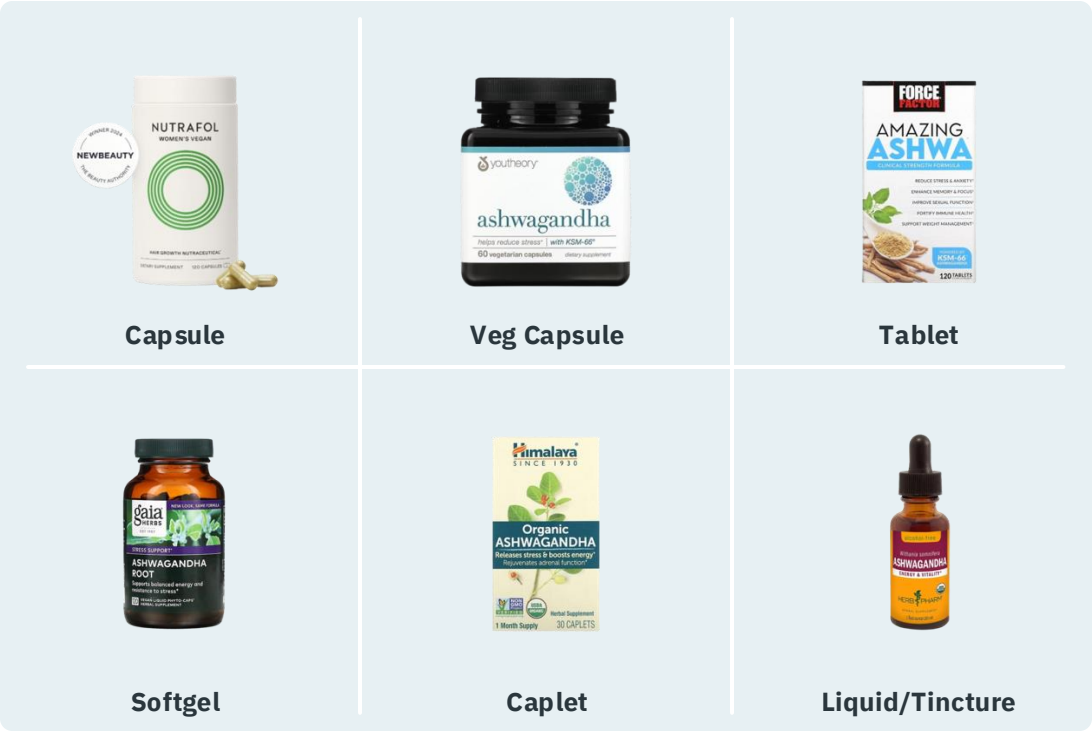
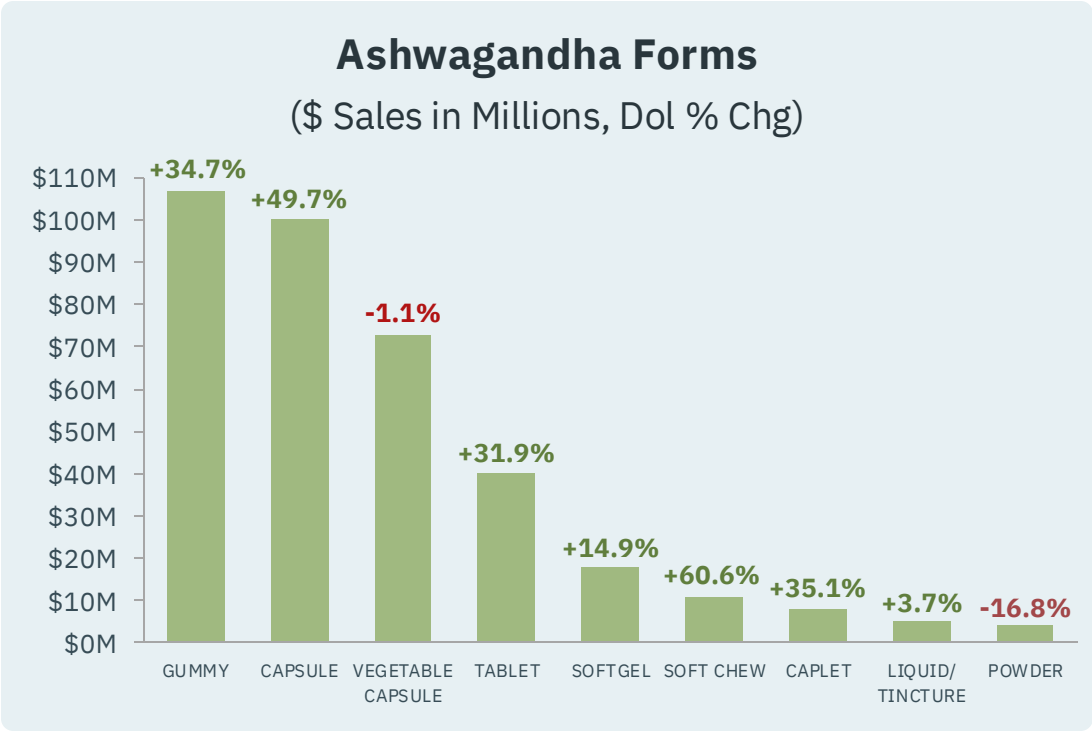
From Mood and Stress Support to Immune, Bone, and Cognitive Health, consumer interest in Ashwagandha continues to grow across a broad range of wellness needs.





Popular Forms of Ashwagandha Supplements

Ashwagandha is available in various popular forms, including capsules, gummies, soft chews, tablets, and liquids. These options cater to different preferences and health goals, making the herb easily accessible to a wide range of consumers.

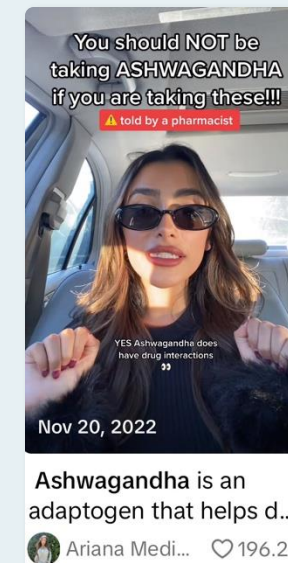




With More Popularity Comes More Research Into The Do's & Don'ts Of Ashwagandha Consumption

As ashwagandha goes viral for its dependency concerns, studies are revealing that not only is ashwagandha limited to 3 months of consistent use at a time, but the most effective daily doses are between 500-600mg.

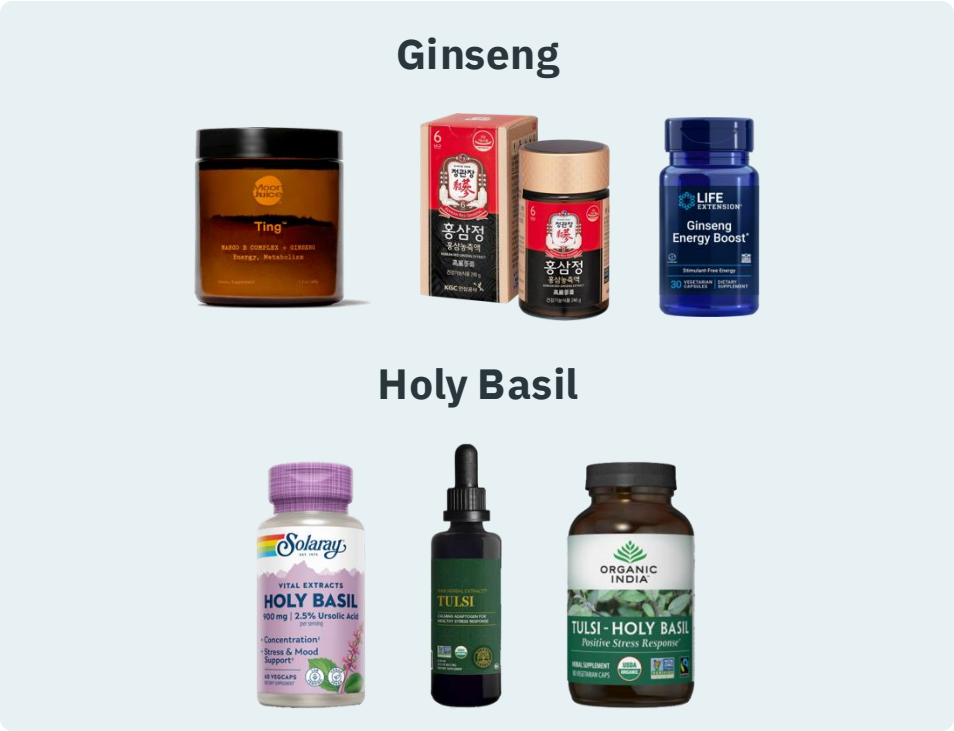
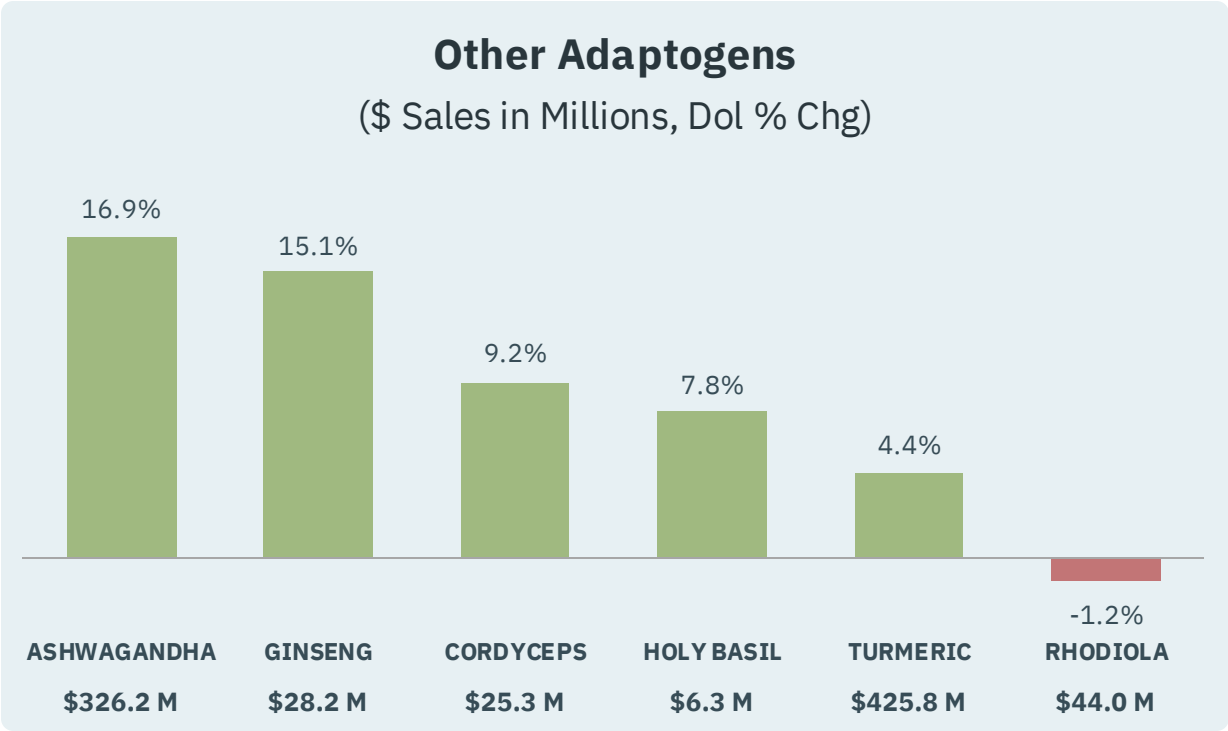
Taking large doses in ashwagandha may have side effects that include upset stomach, drowsiness, & headaches.





Other Rising Adaptogens

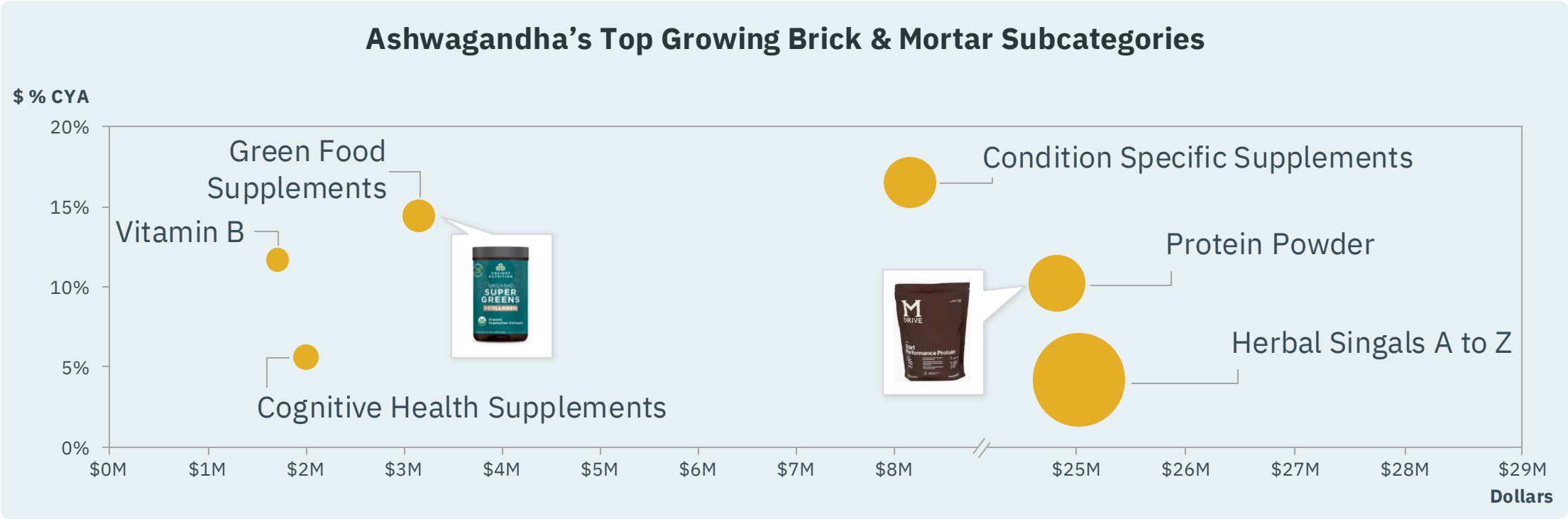
Turmeric has taken a back seat as other adaptogens like Ashwagandha & Ginseng grow in popularity among consumers





Ashwagandha Has Evolved Into **Combination Products**

Condition-specific & individual ashwagandha supplements continue to grow, but ashwagandha’s popularity is crossing into new spaces, like green food supplements & protein powders





AI Search Takeover

Below is what it's like to ask AI what are the best **Ashwagandha** – how does a brand get on a list like this?

Perplexity

- Nootropics Depot Shoden
- Pure Encapsulations
- MaryRuth's Organics
- Gaia Herbs
- Physicians Choice KSM-66
- NOW Standardized Extract
- MomentouAshwaganha

ChatGPT

- Gaia Herbs Ashwagandha Root
- Nature's Way Ashwagandha
- Organic India Ashwagandha
- Himalaya Organic Ashwagandha
- KSM-66 Ashwagandha

Gemini

- Gaia Herbs
- Organic India
- KSM-66
- Nature's Way

Key considerations:

•**KSM-66**: When possible, look for products that utilize KSM-66 ashwagandha. It is a very well researched form of the herb.

Why AI Chatbots?

Consumers are annoyed with SEO-gamified/ low quality articles

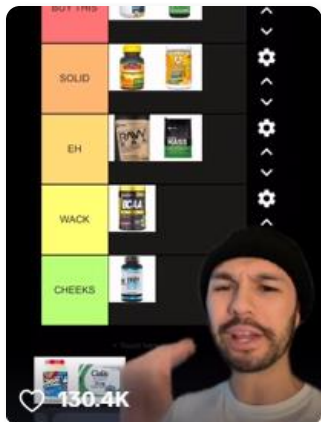
Now, consumers often add **'reddit'** (a forum site) to the end of their search to get better answers [6th most searched term on google in 2024]

Reddit now sells its data to OpenAI, Perplexity and others as they use forum answers to power their models



Products Are Found in the Comments

68% of TikTok users say brands should use the comment section to better understand their customers



#tierlist #supplements...

bodycomp.rx 2.2M



Joseph Zanfino
Fairlife > protein powder
2023-2-... Reply

1030



!!What foods next? Which of these would you say is best...

zachcoen 120.1K



B B
Thank you for doing this! So I don't have to spend money and try things I dont like! Quest texture is my fav too !
6-21 Reply

6



I take these pretty much daily

jessicabickli... 1.3M



boiboi
you gotta mention what magnesium it is. because people be out here buying magnesium citrate and be wondering why they on the toilet all day

2-7 Reply

206



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