



## Market Analysis

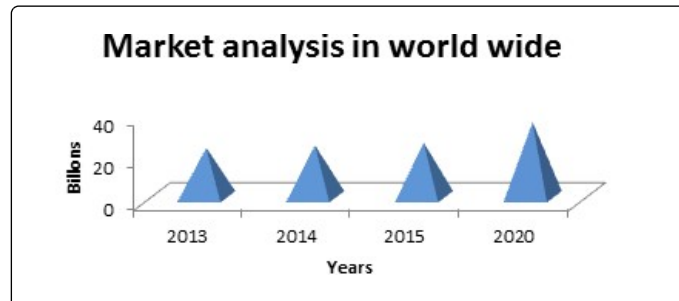
### Market Research Report of Traditional Medicine 2020

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#### Market Analysis

Global acceptance and use of **Traditional Medicines** and related products continue to assume exponential increase. It is being used more frequently all over the world. However most often these are choices made by the patient. Integrating TM into mainstream health care would require research to understand the efficacy, safety, and mechanism of action of TM systems. As per WHO estimation, around 80% of population from most of Asian and African countries depends on the traditional medicine for primary health care. The market analysis drives for global Traditional Medicine is growing rapid aging population, increase of consumer awareness, less or no side effects, supplying innovations, release of Current Good Manufacturing Practices (CGMP) for dietary supplements by FDA. Other factors are escalating prices, health budgets calculations of modern medicinal system that has more consumers towards the cost-effective, economical and safe **herbal medicine** systems. Considering all these factors the market for Traditional medicine is expected to reach \$ 115 billion by the end of 2023.



WHO strategy for Traditional Medicine for 2014 – 2023 was developed in response to resolution of WH Assembly on traditional medicine. This strategy mainly aims to support Members States for developing pro-active policies and also implementing the action plans that strengthens the role of traditional medicines to maintain healthy population.

#### Top Traditional & Alternative Medicine Universities Worldwide:

##### Traditional & Alternative Medicine Universities in USA:

- American College of Acupuncture & Oriental Medicine
- Oregon College of Oriental Medicine
- Emperor's College School of Traditional Oriental Medicine
- New England School of Acupuncture
- Phoenix Institute of Herbal Medicine & Acupuncture
- The American College of Traditional Chinese Medicine
- Tri-State College of Acupuncture
- Han University of Traditional Medicine
- New York College of Traditional Chinese Medicine
- Eastern School of Acupuncture and Traditional Medicine
- National College of Natural Medicine

- Swedish Institute: School of Acupuncture and Oriental Studies
- Arizona School of Acupuncture and Oriental Medicine
- Han University of Traditional Medicine
- American Institute of Alternative Medicine
- Institute of Taoist Education and Acupuncture
- Finger Lakes School of Acupuncture & Oriental Medicine
- Five Branches University
- Southern California University of Health Sciences
- University of East-West Medicine
- Eight Branches Academy of Eastern Medicine

##### Traditional & Alternative Medicine Universities in Europe:

- University of Westminster
- Irish College of Traditional Chinese Medicine
- Northern College of Acupuncture
- Shulan College of Chinese Medicine
- The Institute of Chinese Medicine
- London College of Traditional Acupuncture and Oriental Medicine
- College of Integrated Chinese Medicine
- The International College of Oriental Medicine
- Barcelona College of Chiropractic
- London South Bank University
- University of Worcester
- Danube University Krems
- BPP University
- University of South Wales
- Leeds Beckett University
- Cardiff Metropolitan University
- University of Roehampton
- University of Derby
- European University of the Atlantic
- University of Birmingham

##### Traditional & Alternative Medicine Universities in Asia:

- Liaoning University of Traditional Chinese Medicine
- Zhejiang University
- Beijing University of Chinese Medicine
- Shanghai University of Traditional Chinese Medicine
- Hunan University of Traditional Chinese Medicine
- Tianjin University of Traditional Chinese Medicine
- Heilongjiang University of Chinese Medicine
- Shandong University of Traditional Chinese Medicine
- Chengdu University of Traditional Chinese Medicine
- Nanjing University of Chinese Medicine
- Guangzhou University of Chinese Medicine
- Meiji University of Integrative Medicine
- Japan School of Acupuncture
- Hokkaido Acupuncture School
- Chiang Mai University
- China Academy of Chinese Medical Science
- Graduate Institute of Traditional Chinese Medicine
- Institute of Chinese Medicine

#### Top Traditional & Alternative Medicine Societies Worldwide:

##### Traditional & Alternative Medicine Societies in USA:

- The International Association for the Study of Traditional Asian Medicine (IASTAM)
- Amy Shouse Acupuncturist Chinese Medicine
- Chinese American Chromatography Association (CACA)

- Natural Health Products Research Society of Canada
- American Holistic Medical Association
- American Association of Traditional Chinese Veterinary Medicine
- International Society for Complementary Medicine Research
- Society for Ethnopharmacology
- Herb Society of America
- American Society for Biochemistry and Molecular Biology
- American Society of Plant Biologists
- American Association of Drugless Practitioners
- American Association of Naturopathic Physicians
- American Holistic Veterinary Medical Association

#### **Traditional & Alternative Medicine Societies in Europe:**

- The Association for Natural Medicine in Europe
- European Federation for Complementary and Alternative Medicine
- British Acupuncture Council
- British Complementary Medicine Association
- British Herbal Medicine Association
- British Homeopathic Association
- British Medical Acupuncture Society
- European Central Council of Homeopaths
- European Herbal and Traditional Medicine Practitioner's Association
- European Scientific Cooperative on Phytotherapy
- Research Council for Complementary Medicine, UK
- European Traditional Chinese Medicine Association
- The Northern Ireland Association of Traditional Chinese Medicine
- The Herb Society UK
- The Ayurvedic Practitioners Association UK

#### **Traditional & Alternative Medicine Societies in Asia:**

- China Academy of Chinese Medical Sciences
- Indian Board of Alternative Medicine
- Asia Herb Association
- Ayurvedic Practitioners Association of Singapore
- International Academy of Ayurveda
- Malaysian Chinese Medical Association
- The Chinese Medicine Council of Hong Kong
- Chinese Medical Association
- Chinese Herbs and Biotech Development Association
- Malaysian Association of Traditional Indian Medicine

- Taiwan Association for Traditional and Complementary Medicine
- Acupuncture Association of India
- Indian Integrated Acupuncture Association (IIAA)
- Association of Acupuncture Science Practitioners
- Indian Society of Medical Acupuncture
- International SuJok Acupuncture Association
- The Japan Society of Acupuncture and Moxibustion

#### **Funding Bodies in Global Health:**

- Directory of Non-NIH Funding Opportunities – Grants and Fellowships
- Yale/Stanford Johnson & Johnson Global Health Scholars Program
- The O.C. Huber Student Fellowship in International Health
- Mabelle Arole Fellowship
- The Commonwealth Fund Mongan Fellowship in Minority Health Policy
- Association of Schools & Programs of Public Health (ASPPH)/ Centers for Disease Control and Prevention (CDC) Allan Rosenfield Global Health Fellowship
- U.S. Agency for International Development (USAID) Global Health Fellows II Program (GHFP)

#### **Conclusion:**

**Traditional Medicine** will contribute to human health care in the 21st century. There are many challenges to the safety and effective use of traditional medicine. The WHO Strategy will meet the gaps and challenges. One of the simplest and most effective ways to significantly lower health care costs and thus increase access is through a major focus on preventive medicine. In this clinical arena, many of the alternative health care systems may have much to offer. Homeopathic and naturopathic physicians, for example, strongly advise their patients about diet and other health-promoting lifestyle choices as a matter of routine care. In contrast, many conventional physicians do not routinely give such advice until a patient has already become chronically ill, by which time the patient may need expensive high-tech surgery and face a lifetime of expensive drug therapy. The widespread use of CAM therapies has implications not only for research but also for the education of conventional health care professionals. Health care professionals need to be informed about CAM and knowledgeable enough to discuss with their patients the CAM therapies that their patients are using or thinking of using.