

# MOSCOW



## TRADITIONAL MEDICINES & WELLNESS EXPO 2026

A NATURAL AND HOLISTIC APPROACH FOR WELL-BEING

**25 & 26 September, 2026  
Moscow, RUSSIA**

**Venue:**  
**Danilovsky Event Hall**  
**Moscow, Dubininskaya Street, 71**



## EXHIBITORS PROFILE PRODUCT CATEGORIES

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- Ayurvedic
- Unani & Siddha Medicines
- Herbal Products Extracts & Ingredients
- Herb and spices
- Condiments
- Natural & Organic Products
- Health & Wellness Suppliments
- Medicinal plant Growers

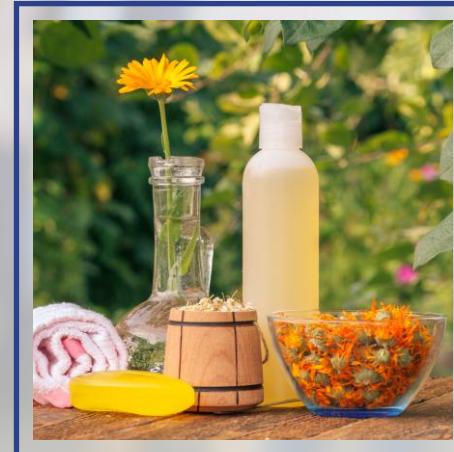


**75+**  
**DOMESTIC**  
**&**  
**INTERNATIONAL**  
**EXHIBITORS**



## VISITOR PROFILE

- Manufacturers
- Buyers
- Traders
- Distributors
- Key decision makers from local government / regulators
- Information on licence / sales etc
- Suppliers etc



## VISITOR FOOTFALL

With extensive advertising, social media marketing, calling and inviting major supermarket chains 2000+ visitors are expected to visit this Exhibition.

## TARGET COUNTRIES

• ARMENIA	• HUNGARY	• MIDDLE EAST	• TURKEY
• BELARUS	• INDONESIA	• MOROCCO	• UZBEKISTAN
• EGYPT	• KAZAKHSTAN	• RUSSIA	• VIETNAM
• GEORGIA	• KYRGYZSTAN	• THAILAND	

## ATTRACTI0NS

- Information on license & sales - registration desk
- Dealer & distribution network
- Regulatory and departmental meetings
- Promotion of wellness tourism
- Wellness therapies by renowned practitioners

## WHY RUSSIA

An up-to-date view of the Ayurveda and Wellness market in Russia as of 2025:



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### Market Size & Growth

- The Ayurvedic products market in Russia is estimated at around USD 540.5 million in 2024, with a projected 10.7% CAGR in the forecast period.
- This positions it as a mid-sized but fast-growing segment within the health and wellness space.

### Products, Distribution & Regulation

- Ayurveda in Russia operates largely through imported supplements and products, not as a distinct regulatory category- Ayurvedic items are treated under general supplement/drug classifications.
- Brands like Liv-52, Cystone, Speman (by Himalaya), Herbion's cough remedies, Dr. Mom, and others are already established, with average sales growth around 25% per year.
- Imports into Russia are overwhelmingly sourced from India, with India accounting for virtually all shipment volume (15,231 Ayurvedic product shipments), while Thailand and Sri Lanka play a minor role.

### Historical Development & Institutional Support

- Interest in Ayurveda in Russia began to take off after the Chernobyl disaster. Since the late 1980s, there's been steady development, including academic interest and establishment of Ayurvedic centers.

## WHY RUSSIA

- In the early 2000s, the company Ayurveda Plus introduced several Ayurvedic products (e.g., Triphala Guggulu, Arjuna) and conducted over 30 clinical trials across areas like surgery, psychiatry, geriatrics, and gynecology. It also organized professional training and international conferences to foster integration with conventional medicine.

### Market Activities & Commercial Channels

- Third-party manufacturing: There are opportunities for international brands to have Ayurvedic products manufactured for them (often in India) and labeled for the Russian market, leveraging expertise in regulatory documentation and localization.
- Wellness centers: Though fewer in number than in India, there are specialized wellness retreats or centers in Russia that offer Ayurvedic treatments (such as Panchakarma), catering to health-conscious and affluent clientele.

## SUMMARY OVERVIEW

The Ayurveda & wellness market in Russia is small but expanding rapidly. It's dominated by imported Ayurvedic supplements and wellness products, with growing consumer interest and distribution through pharmacies, specialty stores, and wellness retreats. Historical interest, academia, and some professional services underpin its credibility. Import pathways and third-party manufacturing options suggest further potential for market entry and expansion.

Waiting for an active participation, to promote exports and to increase India's share in Ayurveda and Wellness in EURASIA.

## PARTICIPATION CHARGES PER COMPANY

1. The participation fee is USD 375 per sq mts. for a build-up booth of 9 sq mts including the furniture (1 table and 2 chairs, dust bin, spotlights, electric point and the name fascia)
2. 400 USD for a corner booth
3. USD 350 per sq mts. for a raw space.
4. Furniture apart from this will be on a chargeable basis.



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*For request of any other details  
please contact:*

**Mobile/WhatsApp:** +91 99099 08030

**Email:** vaishali@vipex.in

*Organized by:*

