



# A Study On The Growth Of The Borage Market And Its Future Trend In The Market

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## **ABSTRACT:**

Borage leaves, which are known for their calming and anti-inflammatory qualities, are used to make the natural, plant-based topical medication Breathe Ease Rub. By reducing congestion, decreasing inflammation, and encouraging better breathing, this herbal rub is intended to relieve respiratory symptoms. It functions as a mild decongestant, supporting respiratory health and clearing airways, and can be enhanced with essential oils and other natural ingredients. In addition to providing a cooling effect, the combination of menthol, eucalyptus oil, and borage leaf extract profoundly penetrates the skin to provide medicinal benefits. A safe, chemical-free option for respiratory treatment, this herbal rub is ideal for people with colds, allergies, or sinus discomfort.

## **1.1 INTRODUCTION:**

Breathe Ease Rub: Natural Breathing Relief With Breathe Ease Rub, a soothing blend with herbal components created to provide natural relief from congestion, coughing, and respiratory pain, you can find the power of nature. This gentle yet efficient rub infused with essential oils like tulsi, borage leaves, and betel leaves facilitates relaxation, eases breathing, and clears nasal congestion. Our herbal formulation is safe for the whole family because it does not include harsh chemicals like synthetic alternatives. Breathe Ease Rub is the go-to remedy for natural comfort and well-being, whether you're suffering from a cold or cough or need a boost.

## **1.2 OBJECTIVE:**

To analyze the future market of Borage from India to the World Market.

### 1.3 INDIAN BORAGE HEALTH BENEFITS:

Borage leaves consist of various health benefits, including relief from respiratory issues. Indian borage leaves contain omega-6 fatty acids, which are beneficial for curing arthritis. Borage also helps reduce swelling, itching, and inflammation. Indian borage has the effect of clearing sinuses and eliminating mucus and phlegm from the respiratory. It effectively relieves coughs, soothing sore throats and easing nasal congestion.

S.NO	COUNTRY	QUANTITY (1000 UNITS)
1	BANGLADESH	1826.76
2	BELGIUM	440.93
3	IRAN	137.03

### 1.4 BORAGE IN GLOBAL MARKET:

Borage oil is made from the seeds of the borage plant, which is valued in the global market due to its rich gamma-linolenic acid (GLA) content and its usage in pharmaceutical, nutraceutical, and personal care industries, with applications in dietary supplements, skin care products and cosmetics.

In 2022, the size of the borage oil market was estimated to be 1.5 billion USD. By 2032, the Borage Oil Industry is predicted to increase from 1.57 billion USD in 20223 to 2.4 billion USD. The projection period (2024-2032) is expected to see an annual growth rate of around 4.83% for the borage oil market.

### 1.5 REVIEW OF LITERATURE:

**Mendanca L.G De,etal. (2023)** Indian borage is a permanent Medicinal plant priced for its fleshy, fragrant leaves and adaptability for various economic settings of borage. Indian borage carries several bioactive compounds, phenolic compounds, and essential oils, contributing to its antioxidant and antimicrobial properties.

**Ibrahim et al. (2023)** state that the phytochemical composition of borage is rich and diverse; the component leaves, such as alkaloids, flavonoids, phenolic acids, essential oils, and various vitamins, contain medicinal potential. Traditional uses of borage include applications as a tonic expectorant and treatments for coughs, inflammation, and swelling. Borage garnered attention for its effectiveness in managing illness and highlights its role as a valuable therapeutic agent in contemporary medicine.

**Nagalambika Prasad, etal.(2020)** plectranthus is a succulent, aromatic herb valued for its nutritional and therapeutic properties, attributed to its diverse phyto chemical Compounds, and includes 46 volatile and 80 non-volatile substances. The leaves are acrid and bitter. The leaves are traditionally used in folk medicine to treat ailments such as Cough, fever, and headaches.

**Luciana orama de medonca, et al. (2020).** Indian borage, known as the perennial herbaceous plant, is valued for its aromatic-rich leaves and ability to thrive in various ecological conditions. Due to its culinary and therapeutic qualities, numerous cultures have historically used it, emphasizing its importance as a precious botanical resource. It has a chemical composition that consists of various bioactive substances. It can potentially develop the health and well-being of humans as it possesses antioxidant and antibacterial qualities. Furthermore, its anti-inflammatory and anti-aging effects make it suitable for skin health applications.

**Vishmaya Satheesh ., et al. (2023).** Indian borage (*Plectranthus ambisonics*), also known by names such as country borage, pathachur, oregano, Spanish, thyme, and Mexican mint, is a highly available and cultivatable medicinal plant from the Lamiaceae family. This plant is rich in macro and micronutrients, including carbohydrates, proteins, fats, fiber, flavonoids, phenols, zinc, calcium, and ascorbic acid due to its rich bioactive properties, such as anti-microbial and antibacterial. In addition, it helps heal wounds, chest congestion, burns, whooping coughs, sinusitis, and asthma, as well as maintain skin-related issues.

**Ruaa Mohammed Ibrahim et al. (2023),** the Borage plant is cultivated globally and utilized in herbal and traditional medicine. Borage has a rich phytochemical composition that includes phenolic acids, alkaloids, tannins, flavonoids, essential oils, and various vitamins, which enhance its potential as a medicine. Borage has long been used to treat coughs, inflammation, swelling, and other conditions. It is also used as a diuretic, emollient, tonic, expectorant, and demulcent.

**Akbar., et al (2020).** It has significant cultural and therapeutic use around the globe, and it is highly regarded because of its pleasing appearance and health benefits. Borage leaves consist of anticonvulsants and bronchodilators and validate cardiodepressant characteristics, while the blossoms are utilized as a sedative in traditional Iranian medicine. Multiple sclerosis, diabetes, heart disease, arthritis, and eczema are some medical conditions that can be treated by applying seed oil.

## 1.6 SCOPE OF STUDY:

This article aims to analyze past and future export data of Indian borage, which could provide insights into trend growth and potential opportunities or challenges for exporters within the herbal rub industry.

## 1.7 NEED OF THE STUDY:

The study aims to create awareness about Breathe Ease Rub, focusing on its natural composition compared to chemical-based rubs. It helps to promote consumer preference for herbal alternatives and encourages the upcoming generation to adopt healthier, nature-friendly products.

## 1.8 METHODOLOGY:

The research involved collecting secondary data about the export trends of Breathe Ease Rub. The analysis focuses on identifying patterns and forecasting future trends, highlighting opportunities for the herbal rub industry to capture a larger market share in the upcoming years.

## 1.9 SOURCE OF DATA

### SECONDARY DATA

The secondary data was collected through the Ministry of Commerce Industry website. The past ten years of data were analyzed to understand trends and project the potential future market for the Breathe Ease Rub.

### STATISTICAL TOOL:

The collected data were analyzed using Trend Analysis, allowing for predictions of the future market trends of Breathe Ease Rub.

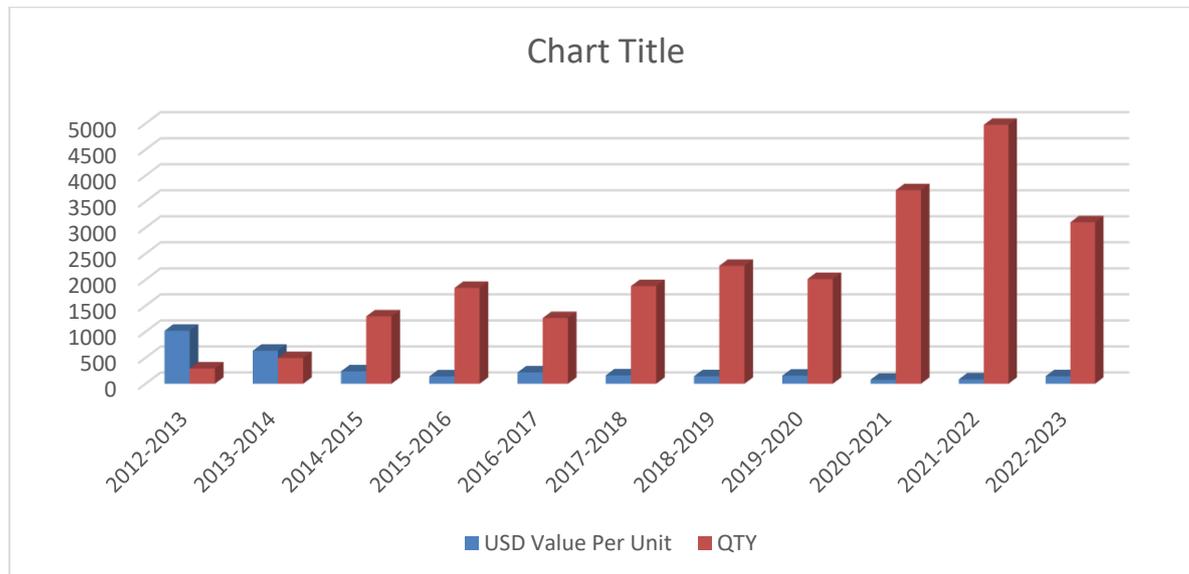
## 1.10 EXPORT OF INDIAN BORAGE IN INDIA 2012-2023

Table 1

YEAR	QTY TONN (1000 UNITS)	PERCENTAGE	USD Value Per Unit	PERCENTAGE
2012-2013	294.99	1.27%	1018.34	33.66%
2013-2014	495.26	2.14%	634.82	20.98%
2014-2015	1294.15	5.59%	239.8	7.93%
2015-2016	1841.73	7.96%	142.41	4.71%
2016-2017	1261.99	5.45%	218.58	7.22%
2017-2018	1876.78	8.11%	161.72	5.34%
2018-2019	2265.32	9.79%	145.7	4.82%
2019-2020	2013.2	8.70%	155.66	5.14%
2020-2021	3718.32	16.07%	78.47	2.59%
2021-2022	4973.87	21.50%	84.84	2.80%
2022-2023	3102.23	13.41%	145.4	4.81%
<b>TOTAL</b>	<b>23137.84</b>	<b>100.00%</b>	<b>3025.74</b>	<b>100%</b>

Table 1 shows the export data of Indian borage from India from 2021-2023, showcasing quantity in thousand metric tons, percentage share of total exports over that period, USD value per unit, and its respective percentage share. The data shows an upward trend in export volumes, with a rise in 2020-2021(16.07%) and 2021-2022 (21.5%) and a decline in 2022-2023(13.41%). The data also reveals the decline in USD value per unit. The total quantity exported over the period is 23,137.84 thousand units, with a total USD value per unit summing up to 3025.74.

### 1.11 GRAPH CHART OF BORAGE IN 2012-2023



### 1.12 EXPORT DATA CHART

#### PROJECTION TABLE

Table 2

YEARS	QTY TONS (1000 UNITS)	VALUE (USD) PER UNIT	X	XY	X2
2012-2013	294.99	1018.34	-5	-5091.7	25
2013-2014	495.26	634.82	-4	-2539.28	16
2014-2015	1294.15	239.8	-3	-719.4	9
2015-2016	1841.73	142.41	-2	-284.82	4
2016-2017	1261.99	218.58	-1	-218.58	1
2017-2018	1876.78	161.72	0	0	0

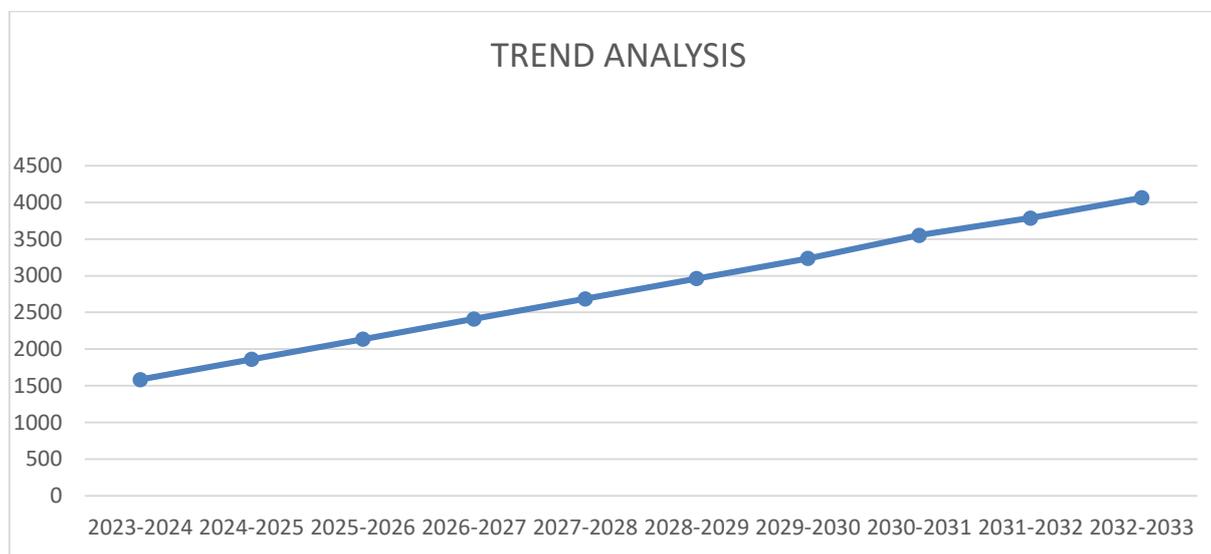
### 1.13 FUTURE PROJECTION TABLE 2023-2033

Table 3

YEAR	X	XY
2023-2024	6	1585.92
2024-2025	7	1860.99
2025-2026	8	2136.06
2026-2027	9	2411.13
2027-2028	10	2686.2
2028-2029	11	2961.27
2029-2030	12	3236.34
2030-2031	13	3550.41
2031-2032	14	3786.48
2032-2033	15	4061.55

Table 3 shows the future trend of Indian borage in the upcoming years. The data shows a steady increase in the demand for the product, starting from 1585.92 in 2023-2024 and reaching 4061.55 in 2032-2033.

#### 1.14 PROJECTION GRAPH CHART 2023-2033:



#### 1.15 CONCLUSION:

This analysis predicts the product's future export trend by analyzing Breathe Ease Rub's export statistics over the previous ten years. The demand for Breathe Ease Rub is expected to increase significantly compared to prior years, showing a robust market in the future. According to this report, the market for respiratory care products will be based on natural and herbal formulations. Breathe Ease Rub has the potential to grow rapidly across the world by concentrating on new product creation, maintaining high standards of quality, and strategically going into developing markets.

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