108 searches sell $1,539.3M a year on Amazon US. Indian-owned brands take 2.7% of the leaders' money.

FOR INDIAN FOUNDERS AND EXPORTERS · AMAZON US, DELIVERY ADDRESS NEW YORK 10001 · READ 21 NOVEMBER 2026, BLACK FRIDAY WEEK

Which Indian brands already win on Amazon US, how they got there, and which large US searches have no Indian brand in the lead.

> **The measure.** Page one of 108 Amazon US searches, chosen as what an Indian maker could sell: herbs, body care, food, home, fashion. Money is the "bought in past month" figure at its lower bound, times the price, times twelve: a floor, in US dollars. A listing counts once. We opened the product pages of the top three listings in each search: they hold $636.3M, 41.3% of the money. Brand figures describe those leaders, not the whole shelf. Every page was read with a New York delivery address, in Black Friday week (the sale began 19 November).

$1,539.3M
a year on page one
108 searches

2.7%
of the leaders' money
to Indian-owned brands

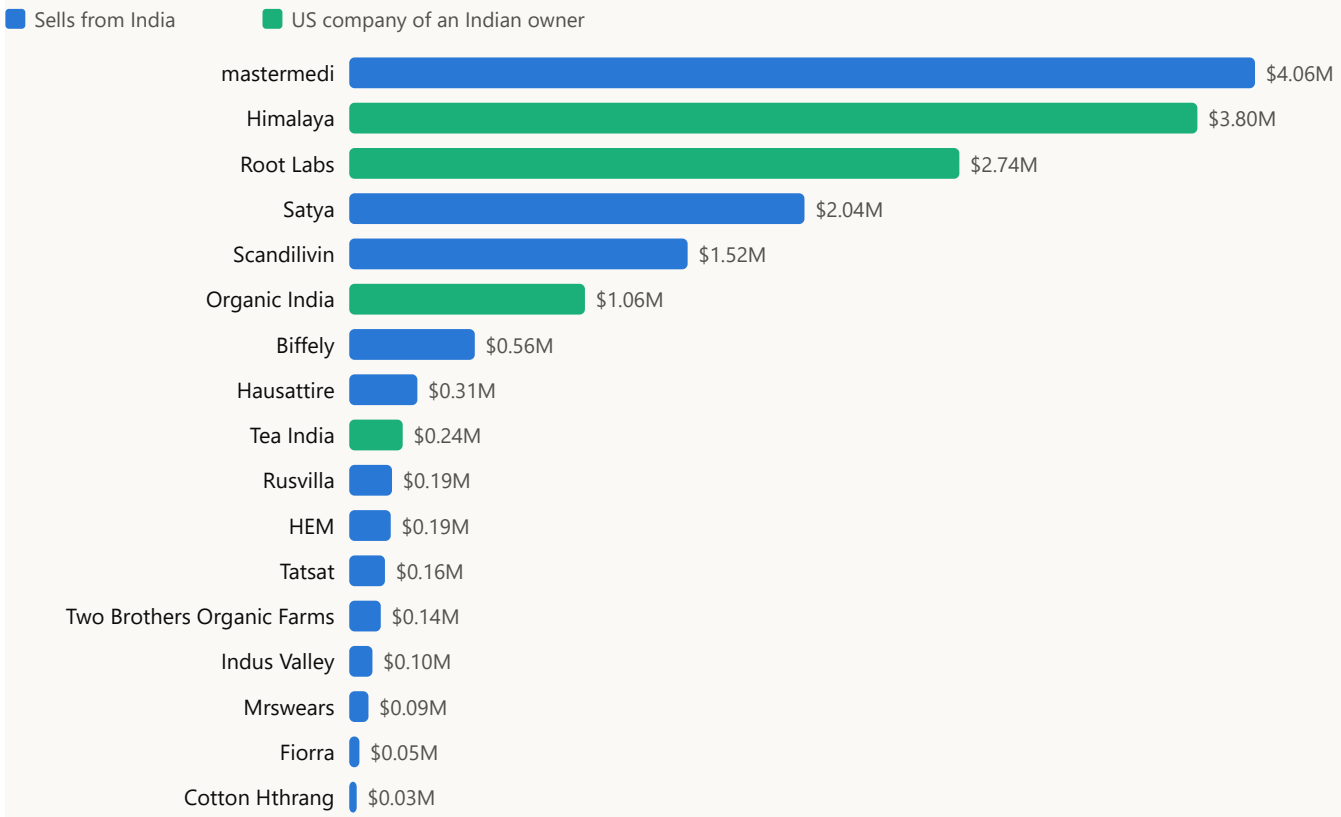
17
Indian-owned brands
of 222 among the leaders

15 of 108
searches where an Indian
brand has the top listing

1 · THE SHORT VERSION

- **Indian brands are a small part of the money.** 17 Indian-owned brands take $17.3M a year, 2.7% of what the leaders of 108 searches sell.
- **They lead where the product is Indian by name.** An Indian brand has the top listing in 15 searches: shilajit, incense, copper tongue scrapers, jute and wool rugs, the smaller Ayurvedic herbs, saree. The largest of these searches is shilajit, at $11.4M.
- **The largest Indian brand is a tongue scraper seller.** mastermedi sells $4.1M a year from India. Himalaya is second at $3.8M, across 6 searches. Root Labs is third.
- **Two routes in.** 13 brands sell from a business registered in India ($9.4M). 4 sell through a US company of an Indian owner ($7.8M): Himalaya, Root Labs, Organic India, Tea India.
- **The big Indian-ingredient searches have no Indian leader.** Psyllium (isabgol), hair oils, turmeric, castor oil, chai, moringa, basmati and ghee sell $340.7M on page one: 7 times the 15 searches Indian brands lead.

2 · THE INDIAN-OWNED BRANDS

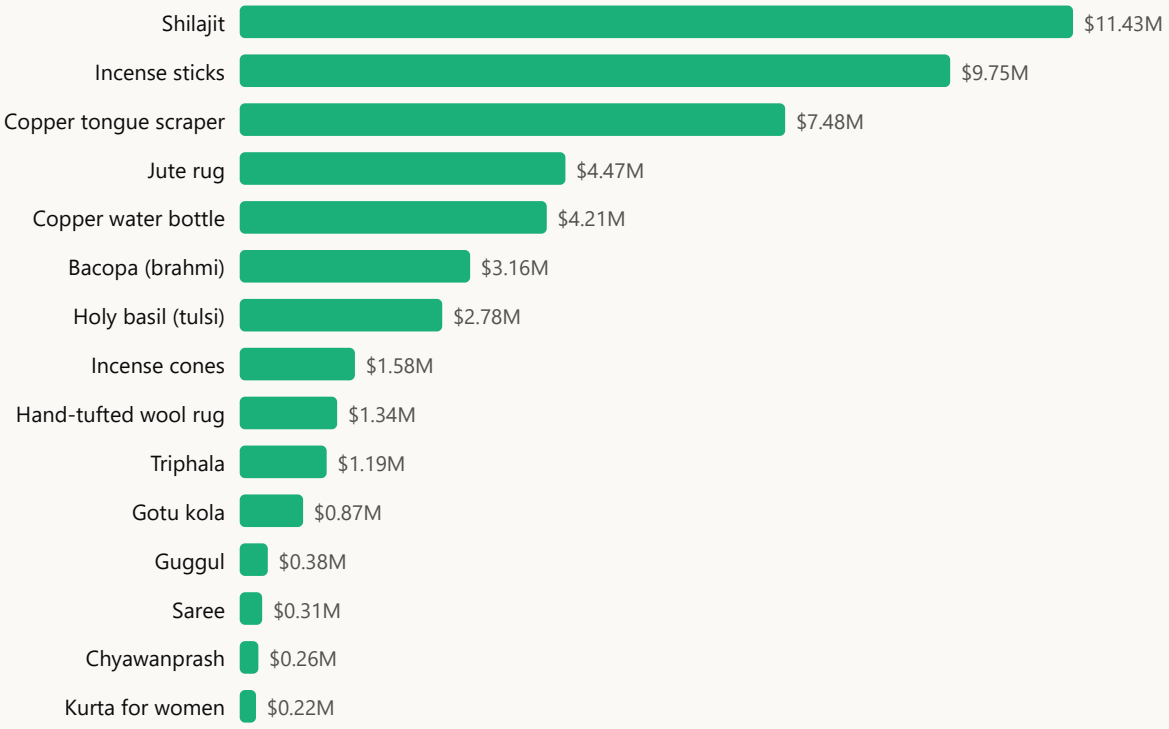


#	BRAND	ROUTE	SEARCHES (PAGE-ONE MONEY, A YEAR)	LISTINGS	MEDIAN PRICE	A YEAR
1	mastermedi	Sells from India	copper tongue scraper $4.1M	1	$8.46	$4.06M
2	Himalaya	US company of an Indian owner	ashwagandha $1.5M, ayurvedic toothpaste $960K, bacopa (brahmi) $818K, guggul $241K	8	$19.99	$3.80M
3	Root Labs	US company of an Indian owner	shilajit $2.7M	2	$41.99	$2.74M
4	Satya	Sells from India	incense sticks $2.0M	2	$9.70	$2.04M
5	Scandilivin	Sells from India	hand-tufted wool rug $948K, jute rug $569K	3	$339.99	$1.52M
6	Organic India	US company of an Indian owner	holy basil (tulsi) $595K, shatavari $210K, gotu kola $132K, triphala $119K	5	$24.99	$1.06M
7	Biffely	Sells from India	copper water bottle $563K	1	$23.45	$0.56M
8	Hausattire	Sells from India	jute rug $305K	1	$25.42	$0.31M
9	Tea India	US company of an Indian owner	assam tea $240K	1	$19.99	$0.24M
10	Rusvilla	Sells from India	jute rug $192K	1	$159.99	$0.19M
11	HEM	Sells from India	incense cones $186K	1	$7.76	$0.19M

12	Tatsat	Sells from India	kajal eyeliner $160K	2	$7.99	$0.16M
13	Two Brothers Organic Farms	Sells from India	chyawanprash $118K, jaggery $24K	2	$24.48	$0.14M
14	Indus Valley	Sells from India	henna hair dye $104K	1	$14.39	$0.10M
15	Mrswears	Sells from India	saree $86K	1	$35.99	$0.09M
16	Fiorra	Sells from India	kurta for women $45K	1	$37.68	$0.05M
17	Cotton Hthrang	Sells from India	kurta for women $34K	1	$55.99	$0.03M

Sells from India: the seller's registered business address on its Amazon seller page is in India. **US company of an Indian owner**: Himalaya Wellness USA (The Himalaya Drug Company); Mosaic Wellness INC (Mosaic Wellness, Mumbai: Root Labs); Coastal Trading Ventures, a US distributor (Organic India, owned by Tata Consumer Products); Harris Freeman, a US packer (Tea India, a Tata Consumer brand). A brand's figure counts each listing once and only listings in a search's top three.

3 · WHERE AN INDIAN BRAND HAS THE TOP LISTING



SEARCH	PAGE ONE, A YEAR	TOP LISTING	INDIAN-OWNED, OF THE LISTINGS OPENED
Shilajit	$11.4M	Root Labs	81.7%
Incense sticks	$9.7M	Satya	72.1%
Copper tongue scraper	$7.5M	mastermedi	74.0%
Jute rug	$4.5M	Scandilivin	100.0%
Copper water bottle	$4.2M	Biffely	35.5%
Bacopa (brahmi)	$3.2M	Himalaya	75.2%
Holy basil (tulsi)	$2.8M	Organic India	70.0%
Incense cones	$1.6M	HEM	39.3%
Hand-tufted wool rug	$1.3M	Scandilivin	73.5%
Triphala	$1.2M	Himalaya	67.4%
Gotu kola	$870K	Organic India	37.1%
Guggul	$384K	Himalaya	86.7%
Saree	$307K	Mrswears	73.5%
Chyawanprash	$257K	Two Brothers Organic Farms	45.8%
Kurta for women	$223K	Fiorra	70.1%

> **Indian by name, small in size.** The 15 searches together sell $49.4M on page one. Every one is under $12M. The product carries an Indian name or an Indian craft: shilajit, agarbatti, tulsi, jute.

Ashwagandha is the one large search that is Indian by name ($56.1M on page one), and Indian brands are among its leaders. They take 8.2% of the money on the listings we opened. O Positiv, a US brand, has the top listing.

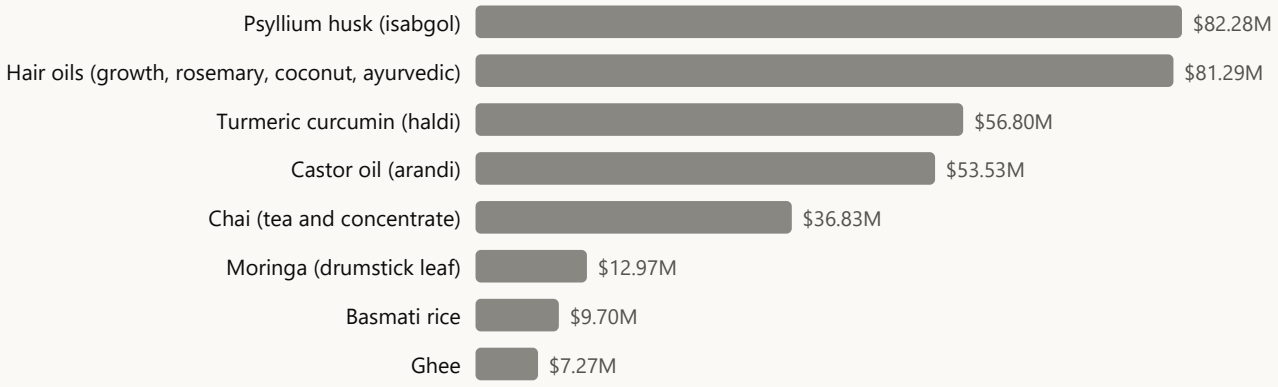
4 · SHILAJIT AND ASHWAGANDHA, WITH THE WHOLE SHELF READ

On 20 November we read these two shelves completely: three pages of ten searches, the product pages for about 98% of the money. This shows what the top-three screen misses.

SHELF	INDIAN-OWNED BRAND	RANK	A YEAR	SHARE
Shilajit	Root Labs	1	$2.45M	16.6%
Shilajit	Better Alt	2	$1.30M	8.8%
Shilajit	Be Bodywise	3	$0.98M	6.7%
Ashwagandha	Himalaya	9	$2.09M	2.8%
Ashwagandha	Organic India	21	$0.86M	1.1%

Indian-owned brands take 32.4% of the shilajit shelf ($14.7M) and 3.9% of ashwagandha ($75.2M). Better Alt (Azuretale, Mumbai) and Be Bodywise (Mosaic Wellness) are not in the screen's top three, but they are in the top three brands of the full shelf. Kapiva, 71.1% of shilajit on Amazon India, takes none of the US shelf.

5 · THE LARGE SEARCHES WITH NO INDIAN LEADER



SEARCH OR CLUSTER	PAGE ONE, A YEAR	INDIAN-OWNED, OF THE LISTINGS OPENED	WHO LEADS
Psyllium husk (isabgol)	$82.3M	0.0%	Metamucil (P&G), sold by Amazon
Hair oils (growth, rosemary, coconut, ayurvedic)	$81.3M	0.0%	Mielle (P&G), Cliganic, Wild Growth
Turmeric curcumin (haldi)	$56.8M	0.0%	Qunol, NatureWise
Castor oil (arandi)	$53.5M	0.0%	US sellers
Chai (tea and concentrate)	$36.8M	0.0%	Oregon Chai, Big Train
Moringa (drumstick leaf)	$13.0M	0.0%	Pura Vida Moringa
Basmati rice	$9.7M	0.0%	sold by Amazon
Ghee	$7.3M	0.0%	sold by Amazon

> **India supplies the crop, a US brand takes the shelf.** These searches sell $340.7M on page one, 7 times the searches Indian brands lead. India grows most of the world's psyllium and castor seed.

Amazon US product pages carry no Country of Origin, so we cannot say how much of this is made in India. A US brand can sell an Indian-made product; "Indian-owned" is about the brand, not the supply.

6 · AGAINST COMPANY REVENUE

COMPANY	AMAZON US FLOOR, LEADERS	IN RUPEES	REPORTED REVENUE	SHARE
Organic India	$1.06M	₹9.9 crore	₹374 crore, FY25	2.6%
Two Brothers Organic Farms	$0.14M	₹1.3 crore	₹108 crore, FY25, gross	1.2%

No reported revenue figure was found for mastermedi, Himalaya, Satya or Scandilivin. Root Labs belongs to Mosaic Wellness: its check is in our shilajit report. The Amazon US figures count only listings in a search's top three, so each share is a floor.

Rupees at ₹93.4 a dollar (19 November 2026 close). Organic India: Tata Consumer annual report, as reported in May 2025. Two Brothers: Inc42, 14 October 2025, gross revenue.

7 · WHAT THIS MEANS FOR AN INDIAN BRAND

1. **An Indian name sells where the US buyer wants the Indian thing.** Shilajit, agarbatti, tulsi, tongue scrapers, jute: the buyer searches the Indian word, and an Indian brand holds the top listing.
2. **Most of the money is in searches where India is the crop and not the brand.** Psyllium (isabgol) alone sells $82.3M on page one.
3. **Both routes work.** A seller registered in India leads tongue scrapers, incense and rugs. A US company of an Indian owner leads shilajit and the smaller herbs.
4. **The India leader does not carry over.** Kapiva leads shilajit in India. It has listings on Amazon US, and none of them reaches the shelf's money. The US winners launched brands for the US.

8 · HOW WE READ IT

- 108 searches, page one each, organic results only, a listing kept only if its title names the product. $1,539.3M a year with each listing counted once.
- Product pages for the top three listings by money in each search (41.3% of the money), then the seller page of every brand on them.
- Owner: the seller's registered business address on Amazon. Published ownership where the seller is a US subsidiary or a distributor. One brand, Organic Tattva, could not be checked: its seller page was not read.
- In 4 searches the top listing has no product page (cotton throw blanket, kajal eyeliner, ubtan, washable cotton rug), so their leader is not known and they are not counted as led by anyone.
- Delivery address New York 10001 on every page. Read 21 November 2026; shilajit and ashwagandha in full on 20 November.
