Americans buy $90.0M a year of shilajit and ashwagandha on Amazon. On shilajit, three Indian brands hold the top three places.

FOR INDIAN FOUNDERS AND EXPORTERS · AMAZON US, DELIVERY ADDRESS NEW YORK 10001 · READ 20 NOVEMBER 2026, BLACK FRIDAY WEEK

Both are Indian ingredients. Which brands earn the money in the US, at what price, in which format, and how new is the shelf? We read the US shelf as a buyer in New York sees it.

> **The measure.** Sales on Amazon US: the "bought in past month" figure at its lower bound, times the product-page price, times twelve. It is a floor, in US dollars. The shelf is Amazon's own categories: Herbal Supplements › Shilajit and › Ashwagandha. We read 858 listings from ten searches, three pages each, and opened the product pages of the listings that hold about 98% of the money. Every page was read with the delivery address in New York. Read in Black Friday week (Amazon's sale began 19 November).

$90.0M
a year, both shelves
375,700 units a month

$14.7M
shilajit a year
53 brands

$75.2M
ashwagandha a year
98 brands

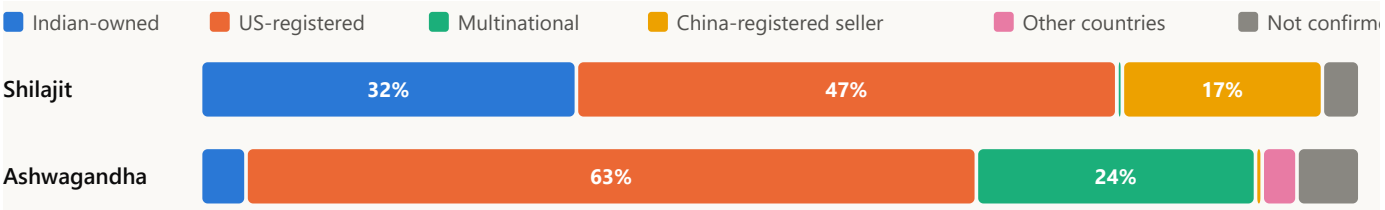
32.4%
of US shilajit money
to Indian-owned brands

1 · THE SHORT VERSION

- **Ashwagandha is the large shelf.** It sells $75.2M a year, 5.1 times shilajit at $14.7M.
- **On shilajit, Indian companies lead.** Root Labs (16.6%), Better Alt (8.8%) and Be Bodywise (6.7%) are the top three. Root Labs and Be Bodywise belong to Mosaic Wellness, Mumbai. Better Alt is Azuretale, Mumbai. Indian-owned brands take 32.4% of US shilajit money.
- **Shilajit in the US is new and sold as a gummy.** 17 of its top 20 listings arrived in 2024 or later. Gummies take 47.1% of the money and resin 14.4%.
- **Ashwagandha belongs to US brands.** Goli, Nestlé's brands, Nutricost and Thorne lead. Indian-owned brands take 3.9%. Himalaya is the largest of them, ninth overall.
- **India's shilajit leader is not on the US shelf.** Kapiva holds 71.1% of shilajit on Amazon India and none of the US shelf. The US winners are brands built for the US.
- **Chinese sellers are the second force on shilajit.** 9 brands sell from a business registered in China. They take 17.3% of the money.

2 · WHO TAKES THE MONEY

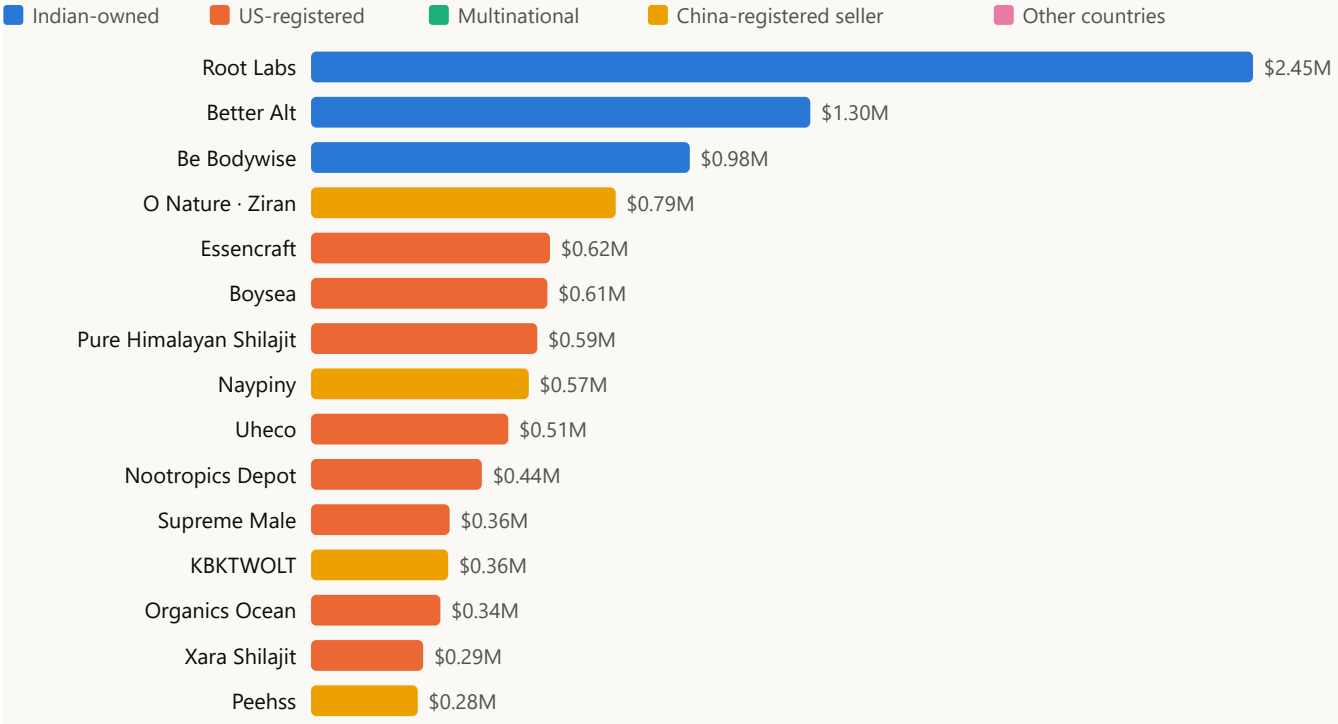
Each bar is one shelf. The colour is the owner of the brand.



OWNER GROUP	SHILAJIT	ASHWAGANDHA	BOTH SHELVES
Indian-owned	32.4%	3.9%	8.6%
US-registered	46.6%	63.0%	60.3%
Multinational	0.5%	24.1%	20.2%
China-registered seller	17.3%	0.6%	3.3%
Other countries	0.0%	3.0%	2.5%
Not confirmed	3.2%	5.4%	5.1%

Indian-owned: owned by an Indian company, also when it sells through a US subsidiary. **US-registered**: the seller's registered business address on Amazon is in the US. **Multinational**: Nestlé Health Science, Pharmavite (Otsuka) and Jamieson. **China-registered seller**: the seller's registered address is in China. **Not confirmed**: brands past 95% of each shelf's money, and two with no seller page.

3 · SHILAJIT: THE BRANDS



> **Three Indian brands, 32.1% of the shelf.** The top three brands hold 32.1% and the top three listings 22.0%. No brand holds a fifth. The shelf is open: 53 brands share $14.7M.

#	BRAND	OWNER	SELLER ON AMAZON	A YEAR	SHARE
1	Root Labs	Indian-owned	Mosaic Wellness Inc	$2.45M	16.6%
2	Better Alt	Indian-owned	Azuretale Private Limited	$1.30M	8.8%

3	Be Bodywise	Indian-owned	Mosaic Wellness Inc	$0.98M	6.7%
4	O Nature · Ziran	China-registered seller	ShenZhenShiXiZhuFuZhuangYouX…	$0.79M	5.4%
5	Essencraft	US-registered	Henry Johnston	$0.62M	4.2%
6	Boysea	US-registered	Infinishop Llc	$0.61M	4.2%
7	Pure Himalayan Shilajit	US-registered	Nexxus Capital Fund I LLC	$0.59M	4.0%
8	Naypiny	China-registered seller	putianshichengxiangqutudoubo…	$0.57M	3.8%
9	Uheco	US-registered	Blueprint Biotechnology Limi…	$0.51M	3.5%
10	Nootropics Depot	US-registered	Nootropics Depot, LLC	$0.44M	3.0%

4 · WHERE THE SHILAJIT SELLERS ARE REGISTERED

4
Indian-owned brands
32.4% of the money

29
US-registered sellers
46.6% of the money

9
China-registered sellers
17.3% of the money

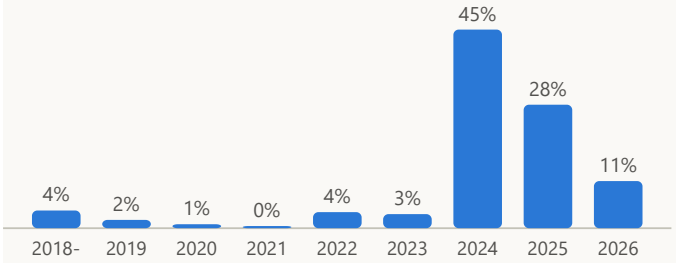
10
brands not confirmed
3.2% of the money

Few Indian brands, much of the money: 4 brands take 32.4%. Many small sellers share the rest. Most US-registered sellers are small LLCs with one or two listings.

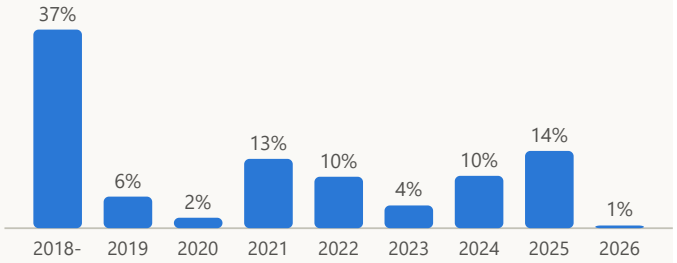
Who makes it. The maker named on the product page is a separate measure. Listings with an Indian maker take 32.3% of shilajit money, and listings with a Chinese maker 8.9%. The Indian figure reads Root Labs' maker, "Spectrum Lifesciences", as the "Spectrum Lifescience Pvt Limited" that Be Bodywise names; without Root Labs it is 15.7%.

5 · A NEW SHELF AGAINST A SETTLED ONE

Shilajit: money by year the listing arrived



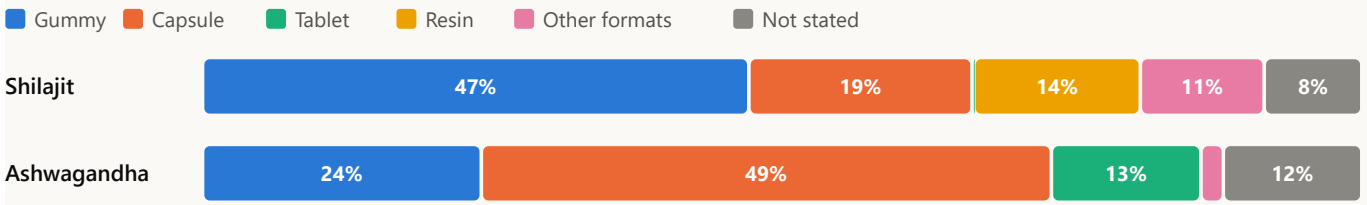
Ashwagandha: money by year the listing arrived



> **Shilajit money is new money.** Listings that arrived in 2024 or later take 83.3% of it, against 24.7% on ashwagandha. On shilajit 17 of the top 20 listings are that new; on ashwagandha 8 of 20.

Year from Amazon's "Date First Available" on the product page. A listing can be newer than its brand.

6 · FORMATS: THE US BUYS GUMMIES

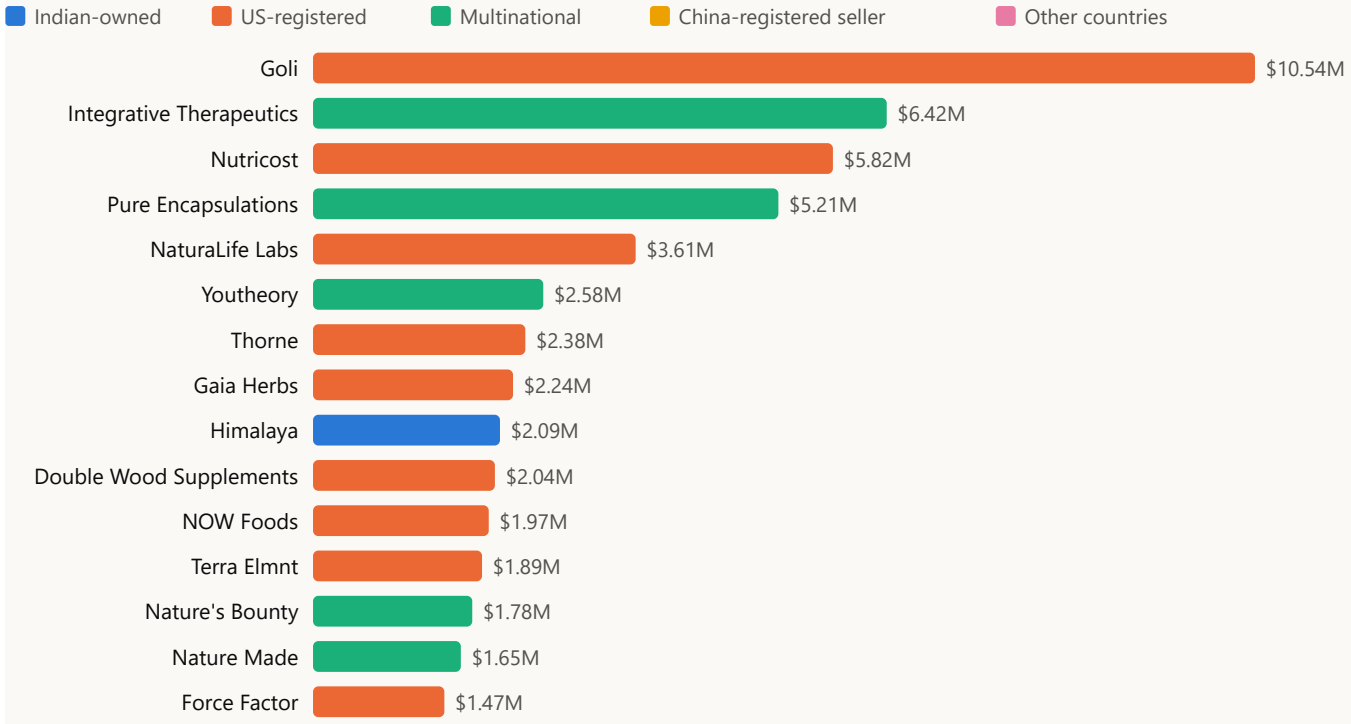


FORMAT	SHILAJIT	ASHWAGANDHA	MEDIAN PRICE A COUNT, ASHWAGANDHA
Gummy	47.1%	24.0%	$0.23
Capsule	19.2%	49.2%	$0.21
Tablet	0.2%	12.9%	$0.24
Resin	14.4%	0.0%	
Other formats	10.7%	1.9%	
Not stated	8.4%	11.9%	

> **The format flips.** On Amazon India, resin takes 60.0% of shilajit money and gummies 12.5%. On Amazon US, gummies take 47.1% and resin 14.4%.

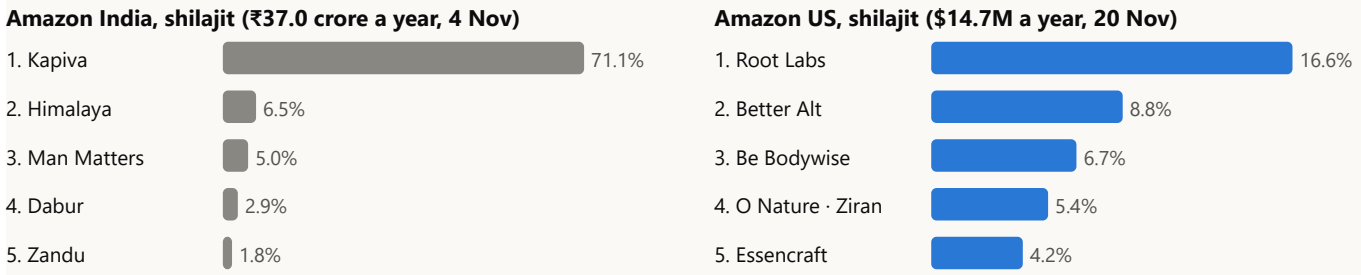
"Other formats" is mostly shilajit honey sticks, Better Alt's format, plus drops and powders. "Not stated" is titles that give a count and no form.

7 · ASHWAGANDHA: THE BRANDS



> **A mature US brand market.** The top three hold 30.3%. US brands and multinationals take 87.1%. Himalaya, the largest Indian brand, is 9th with 2.8%.

8 · INDIA AND THE US, SIDE BY SIDE



No brand is in both top fives. Kapiva leads India with 71.1%. In the US it takes none of the shilajit shelf. The US leaders are Indian too, but they are brands built for the US: an English name, gummies, listings from 2024 on.

> **One company is on both lists.** Mosaic Wellness sells shilajit in India as Man Matters (5.0%). In the US it sells it as Root Labs and Be Bodywise (23.3%). Same company, different brands, different formats.

$0.21
US ashwagandha, a capsule or tablet median, Amazon US

₹10.1
India ashwagandha, a capsule or tablet median, Amazon India

1.9x
the US price against India at ₹93.4 a dollar

Both from Amazon's own price per count on the product page. Two markets, two currencies: side by side, never added.

9 · INDIAN BRANDS SEARCHED BY NAME

We also searched five Indian brands by name. These searches are not part of the shelf. They show whether a brand is on Amazon US at all.

SEARCH	LISTINGS WITH THE BRAND NAME	UNITS A MONTH (BADGES)	ON THE SHELF ABOVE
himalaya ashwagandha	28	16,450	3
organic india ashwagandha	15	4,850	4
kapiva shilajit	6	550	0
upakarma shilajit	1	0	0
dabur shilajit	0	0	0

Himalaya and Organic India sell in the US at scale. Kapiva and Upakarma are present with few listings. Dabur has no shilajit listing under its name. Units here are all of the brand's listings on that search, also outside the two shelves.

10 · AGAINST COMPANY REVENUE

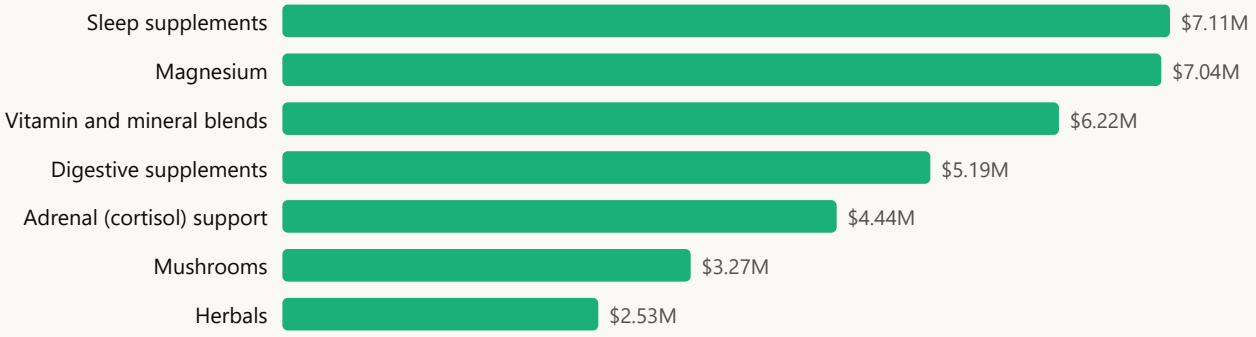
COMPANY	AMAZON US FLOOR, BOTH SHELVES	IN RUPEES	REPORTED REVENUE	SHARE
Mosaic Wellness (Root Labs, Be Bodywise)	$3.4M	₹32.0 crore	₹736 crore, FY25	4.4%
Better Alt (Azuretale)	$1.3M	₹12.1 crore	$582K, FY23	2.2x

Mosaic Wellness filed ₹736 crore of operating revenue for FY25. Its two brands on these shelves sell about 4.4% of that, from a US brand launched in 2025. Better Alt's latest figure we found is for FY23. Its Amazon US floor on these two shelves is already 2.2 times that whole-company figure.

Rupees at ₹93.4 a dollar (19 November 2026 close). Mosaic Wellness: Registrar of Companies filings via Entrackr. Better Alt: thecompanycheck.com, a company-data aggregator.

11 · BESIDE THE SHELF: ASHWAGANDHA IN BLENDS

Supplements in other Amazon categories also name ashwagandha in the title: sleep aids, magnesium, cortisol drinks. They sell $40.5M a year. We report them here and do not add them to the shelf. Shilajit in other categories sells $7.8M.



A year, by Amazon category. One hair supplement found on the ashwagandha search, filed under Beauty › Hair Care, sells about $95M a year; it is in neither figure.

12 · WHAT THIS MEANS FOR AN INDIAN BRAND

1. **The Indian brand is not the edge.** Kapiva leads India and has none of the US shelf. The Indian winners in the US launched US brands.
2. **Sell the US format.** On shilajit, gummies take 47.1%. Resin, 60.0% of the money in India, takes 14.4%.
3. **Shilajit is open now.** 17 of the top 20 listings arrived in 2024 or later, and no brand holds a fifth.
4. **Ashwagandha is crowded.** It is 5 times bigger, and US brands and multinationals hold 87.1%. The open money is in blends: $40.5M a year.
5. **Price is not the barrier.** A US ashwagandha capsule costs about 1.9 times the Indian one.

13 · OUR PREDICTIONS, RECORDED BEFORE THE READ

We wrote nine predictions on 20 November, before the crawl. 7 were right.

PREDICTION	RESULT	READ
Ashwagandha sells at least 3x shilajit	Right	5.1x
Indian-owned brands take under 15% of the money	Right	8.6%
A top-three shilajit listing names a Chinese maker	Right	#3, maker Jiabei Health Technology
Resin is the largest shilajit format	**Wrong**	gummies 47.1%, resin 14.4%
A US ashwagandha capsule costs over 3x the Indian price	**Wrong**	about 1.9x
Over half the top-20 shilajit listings arrived in 2024 or later	Right	17 of 20
Himalaya is the largest Indian brand on ashwagandha	Right	2.8%
The top three listings hold more on shilajit than on ashwagandha	Right	22.0% against 20.5%
Kapiva takes under 2% of US shilajit	Right	none; 71.1% in India

14 · HOW WE READ IT

- Ten searches, three pages each: shilajit, shilajit resin, shilajit capsules, shilajit gummies, pure himalayan shilajit, ashwagandha, ashwagandha capsules, ashwagandha gummies, ksm-66 ashwagandha, ashwagandha powder. Sponsored results excluded. 858 listings.
- Product pages for the listings that hold about 98% of the money. Amazon’s category on the product page decides the shelf. 231 listings are on it.
- Delivery address New York 10001 on every page. From an Indian address, Amazon US shows a different shelf with most prices hidden.
- Owner: the seller’s registered business on its Amazon seller page, for the brands that hold 95% of each shelf. Published ownership where the seller is a subsidiary, an agency, a distributor or Amazon itself.
- India figures: our Amazon India supplements read of 4 November 2026, the same method.