

Awshad Data Shows 30–40 Age Group Leads Wellness Demand

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Awshad, a leading medical cannabis wellness startup, has found that consumers in the 30–40 age group account for approximately 44 per cent of its customers with known age data, making them the company's largest consumer cohort. As Awshad completes five years since inception, its consumer data points to a growing interest in wellness among working-age Indians, with the 20–30 age group emerging as the next-largest segment. Anxiety and sleep-related products are also among the largest categories in the company's portfolio.

The trend comes as India's wellness economy continues to expand and consumers increasingly take a more active role in managing their health and wellbeing. According to a 2026 report by IMARC Group, India's health and wellness market was valued at approximately \$164.35 billion in 2025 and is projected to reach \$257.94 billion by 2034. The growth is being supported by rising health awareness, greater focus on preventive wellbeing and changing consumer preferences.

Digital behaviour is also changing how consumers engage with wellness. PwC India's Voice of the Consumer 2025 found that 80 per cent of Indian consumers surveyed use at least one healthcare app or wearable technology, with mental health and wellbeing and sleep tracking among the key use cases. Separately, PwC's research on online shopping found that 53 per cent of urban consumers had purchased health and wellness products online for the first time after receiving recommendations from an online community, highlighting the growing influence of digital discovery and peer-led recommendations on wellness consumption.

Awshad's five-year consumer data reflects this broader shift. Anxiety accounts for approximately 40 per cent of the company's orders, while insomnia and sleep-related products account for around 20 per cent. Together, anxiety and sleep-related products account for approximately 60 per cent of Awshad's total order volume, highlighting the growing consumer focus on managing stress, mental wellbeing and sleep

The company has recorded more than 12,000 orders across 1,400+ cities, with customers spread across all states and Union Territories. Its customer base spans 1,433 cities across all 36 states and Union Territories, pointing to wellness consumption extending beyond traditional urban centres.

Its data also indicates differences across age groups, with older consumers forming a more meaningful share of demand in categories such as chronic pain.

"What stands out from our five-year data is how strongly wellness is becoming part of the everyday consumer conversation nowadays, particularly among working-age consumers," said Richa Jaggi, Co-founder, Awshad. "The consumer today is more aware, more willing to explore different wellness options and increasingly looking at wellbeing as part of a regular lifestyle rather than an occasional consideration."

Shivam Singhee, CEO, Awshad said, "For the industry, this shift represents a larger opportunity but also a responsibility to build consumer trust as the category grows. Consumers are looking beyond simply discovering new products. They want transparency, consistency and credible information before making wellness part of their regular choices."