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Maharishi Ayurveda expands global footprint with â?¬5 M European Centre of Excellence in the Netherlands

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Facility aims to train more than 100 Ayurveda and wellness professionals every year



Maharishi Ayurveda Wellness Hospitality has announced the launch of its new centre at the Maharishi European Research University (MERU) campus in the Netherlands.

Developed as part of a €5 million expansion project spanning wellness, hospitality, education and research infrastructure, the centre marks a significant milestone in the organisation's global growth strategy and strengthens its presence in the rapidly expanding European wellness market.

Officially inaugurated through traditional Vedic ceremonies, the new facility is envisioned as Maharishi Ayurveda's European Centre of Excellence, bringing together authentic Ayurvedic treatments, Panchakarma therapies, wellness hospitality, practitioner education and scientific research under one integrated campus.

As the demand for preventive and holistic healthcare continues to accelerate globally. Industry estimates project the global Ayurveda market to reach approximately $85.8 billion by 2033, while the European Ayurveda market is expected to grow from nearly $1.8 billion in 2025 to over $7.2 billion by 2034, driven by increasing consumer preference for natural, personalised and integrative wellness solutions.

During the initial phase, the Netherlands centre is expected to witness approximately 3,000 visitors annually through therapies, wellness retreats, consultations, Panchakarma programmes and educational initiatives.

The facility also aims to train more than 100 Ayurveda and wellness professionals every year, contributing to the global expansion of authentic Ayurvedic knowledge and creating new opportunities for skilled practitioners.