

## **ABSTRACT**

This exploration is led to recognize trend of herbs and herbal medicine in Hyderabad. In total 53 herbal businesses owner from markets of Hyderabad were surveyed in order to identify trends and obstacles faced by owners of herbal business. The information of above mentioned variations are collected through survey questionnaire. The results are achieved through SPSS test, statistics, pareto charts, and pie charts .

Results of this research identified that the each category faces some common problems, for example wastage of herbs, limited knowledge about herbs less research on herbs. On the premise of distinguished results (factual investigation) recommend that there is have to take necessary steps to create awareness among owners of herbal business and government officials to remove the obstacles.