

Essential Oil Soap Market by Product Type (Lavender Essential Oil, Rose Essential Oil, Tea Tree Essential Oil, Rosemary Essential Oil, Peppermint Essential Oil, and Others), and Distribution Channel (Supermarket/Hypermarket, E-commerce, Retail Stores, and Pharmaceutical Stores): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

The global essential oil soap market was valued at \$247.7 million in 2018 and is anticipated to reach \$458.4 million by 2026, with a CAGR of 8.3% during the forecast period. The essential oil soap market exhibits an incremental revenue opportunity of \$197.2 million from 2019 to 2026. Essential oil based products such as soap, cream, and other personal care products are widely used among millennials due to its natural content and health beneficiary attributes. Essential oils are extracted from herbs, flowers, and plants, with the help of steam distillation process. Essential oil soaps are mainly produced in batch format through cold or semi hot soap manufacturing process. The key reason behind the adoption of aforementioned process is the evaporative feature of natural essential oil. The essential oil soap products are mainly sold in the global market and majority of the revenue share has been held by private label brands. The compounding essential oil soap manufacturing offers lucrative growth prospect to small scale manufacturer. However, lower profit margin and increase in prices of essential oil hamper the revenue growth of regional manufacturers. The lack of effective supply chain management and substandard quality of raw materials used during soap manufacturing hamper the revenue growth of essential oil soap market.

Rapid growth in e-commerce distribution is the prime factor responsible for counterfeiting cosmetic products. The cosmetic and personal care industry has been strongly hit by counterfeit activities due to large number of consumers purchasing products through online sales channels. Moreover, the essential oil soap market is dominated by local players offering their products through traditional retail packaging. The use of traditional retail packaging materials increases the probability of counterfeiting during transit, as these packaging materials are easy to mimic. To overcome this hurdle, the companies are investing into anti-counterfeit product packaging such as barcode, RDIF, and others. In addition, the companies are offering their products through authentic online platforms or through renowned suppliers to avoid cross boundary counterfeiting of essential oil soap products.

Segment review

The essential oil soap market is segmented on the basis of product type, distribution channel, and region. By product type, it is categorized into lavender essential oil, rose essential oil, tea tree essential oil, rosemary essential oil, peppermint essential oil, and others. By distribution channel, it is categorized into supermarket/hypermarket, e-commerce, retail stores and pharmaceutical stores. Region-wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, Spain, Italy, and Rest of Europe), Asia-Pacific (China, India, Japan, Australia, South Korea, and Rest of Asia-Pacific), and LAMEA (the Middle East, Latin America, and Africa).

The key players operating in the global essential oil soap market include kama Ayurveda, forest essentials, Edens Garden, Lush, Sunleaf Naturals, LLC, Virginia Aromatics, Wipro Unza Holdings Ltd., Olay, Dove, and Enchanteur.

Key benefits for stakeholders

The report provides an extensive analysis of the current and emerging market trends and opportunities in the global market.

The report provides detailed qualitative and quantitative analysis of the current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential and niche segments or regions exhibiting favorable growth.

Key Market Segments

By Product Type

Lavender Essential Oil

Rose Essential Oil

Tea Tree Essential Oil

Rosemary Essential Oil

Peppermint Essential Oil

Others

By Distribution Channel

Supermarket/Hypermarket

E-commerce

Retail Stores

Pharmaceutical Stores

By Region

North America

U.S.

Canada

Mexico

Asia-Pacific

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

Europe

Germany

France

UK

Spain

Italy

Rest of Europe

LAMEA

Middle East

Latin America

Africa

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