

# **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**

<https://marketpublishers.com/r/ECEA40B1292BEN.html>

Date: January 2020

Pages: 236

Price: US\$ 5,370.00 (Single User License)

ID: ECEA40B1292BEN

## **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 there 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

## Contents

### CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Research Methodology
  - 1.2.1. Secondary Research
  - 1.2.2. Primary Research
  - 1.2.3. Analyst Tools And Models

### CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Cxo Perspective

### CHAPTER 3: MARKET OVERVIEW

- 3.1. Market Definition And Scope
- 3.2. Parent Market Overview: Essential Oil Market (2018)
- 3.3. Key Findings
  - 3.3.1. Top Investment Pockets
- 3.4. Value Chain Analysis
- 3.5. Porter'S Five Forces Analysis
  - 3.5.1. Moderate Bargaining Power of Suppliers
  - 3.5.2. High Bargaining Power of Buyers
  - 3.5.3. High Threat of Substitution
  - 3.5.4. Moderate Threat of New Entrants
  - 3.5.5. Moderate Intensity of Competitive Rivalry
- 3.6. Market Dynamics
  - 3.6.1. Drivers
    - 3.6.1.1. Rising Awareness of The Healing Benefits of Essential Oils
    - 3.6.1.2. Growing Preference Towards Sustainable And Safe Personal Care Products
    - 3.6.1.3. Preference For Locally Made, Artisanal, Natural Products
  - 3.6.2. Restraints
    - 3.6.2.1. High Price As Compared To Synthetic Ingredient Soaps
    - 3.6.2.2. Cross Border Counterfeit Activities
  - 3.6.3. Opportunities
    - 3.6.3.1. Revenue Opportunities In Establishing Direct Distribution Network
    - 3.6.3.2. Growth In Revenue Through Online Sales Channels

## **CHAPTER 4: ESSENTIAL OIL SOAP MARKET, BY PRODUCT TYPE**

### **4.1. Overview**

#### **4.1.1. Market Size And Forecast**

### **4.2. Lavender**

#### **4.2.1. Key Market Trends, Growth Factors And Opportunities**

#### **4.2.2. Market Size And Forecast**

### **4.3. Rose**

#### **4.3.1. Key Market Trends, Growth Factors And Opportunities**

#### **4.3.2. Market Size And Forecast**

### **4.4. Tea Tree**

#### **4.4.1. Key Market Trends, Growth Factors And Opportunities**

#### **4.4.2. Market Size And Forecast**

### **4.5. Rosemary**

#### **4.5.1. Key Market Trends, Growth Factors And Opportunities**

#### **4.5.2. Market Size And Forecast**

### **4.6. Peppermint**

#### **4.6.1. Key Market Trends, Growth Factors And Opportunities**

#### **4.6.2. Market Size And Forecast**

### **4.7. Others**

#### **4.7.1. Key Market Trends, Growth Factors And Opportunities**

#### **4.7.2. Market Size And Forecast**

## **CHAPTER 5: ESSENTIAL OIL SOAP MARKET, BY DISTRIBUTION CHANNEL**

### **5.1. Overview**

#### **5.1.1. Market Size And Forecast**

### **5.2. Supermarket/Hypermarket**

#### **5.2.1. Key Market Trends, Growth Factors And Opportunities**

#### **5.2.2. Market Size And Forecast**

### **5.3. E-Commerce**

#### **5.3.1. Key Market Trends, Growth Factors And Opportunities**

#### **5.3.2. Market Size And Forecast**

### **5.4. Retail Stores**

#### **5.4.1. Key Market Trends, Growth Factors And Opportunities**

#### **5.4.2. Market Size And Forecast**

### **5.5. Pharmaceutical Stores**

#### **5.5.1. Key Market Trends, Growth Factors And Opportunities**

#### **5.5.2. Market Size And Forecast**

## **CHAPTER 6: ESSENTIAL OIL SOAP MARKET BY REGION**

### **6.1. Overview**

#### **6.1.1. Market Size And Forecast, By Region**

### **6.2. North America**

#### **6.2.1. Key Market Trends, Growth Factors And Opportunities**

#### **6.2.2. Market Size And Forecast, By Product Type**

#### **6.2.3. Market Size And Forecast, By Distribution Channel**

#### **6.2.4. Market Size And Forecast, By Country**

##### **6.2.4.1. U.S.**

###### **6.2.4.1.1. Market Size And Forecast By Product Type**

###### **6.2.4.1.2. Market Size And Forecast By Distribution Channel**

##### **6.2.4.2. Canada**

###### **6.2.4.2.1. Market Size And Forecast By Product Type**

###### **6.2.4.2.2. Market Size And Forecast By Distribution Channel**

##### **6.2.4.3. Mexico**

###### **6.2.4.3.1. Market Size And Forecast By Product Type**

###### **6.2.4.3.2. Market Size And Forecast By Distribution Channel**

### **6.3. Europe**

#### **6.3.1. Key Market Trends, Growth Factors And Opportunities**

#### **6.3.2. Market Size And Forecast, By Product Type**

#### **6.3.3. Market Size And Forecast, By Distribution Channel**

#### **6.3.4. Market Size And Forecast, By Country**

##### **6.3.4.1. Germany**

###### **6.3.4.1.1. Market Size And Forecast By Product Type**

###### **6.3.4.1.2. Market Size And Forecast By Distribution Channel**

##### **6.3.4.2. Uk**

###### **6.3.4.2.1. Market Size And Forecast By Product Type**

###### **6.3.4.2.2. Market Size And Forecast By Distribution Channel**

##### **6.3.4.3. France**

###### **6.3.4.3.1. Market Size And Forecast By Product Type**

###### **6.3.4.3.2. Market Size And Forecast By Distribution Channel**

##### **6.3.4.4. Italy**

###### **6.3.4.4.1. Market Size And Forecast By Product Type**

###### **6.3.4.4.2. Market Size And Forecast By Distribution Channel**

##### **6.3.4.5. Spain**

###### **6.3.4.5.1. Market Size And Forecast By Product Type**

###### **6.3.4.5.2. Market Size And Forecast By Distribution Channel**



#### 6.3.4.6. Rest of Europe

##### 6.3.4.6.1. Market Size And Forecast By Product Type

##### 6.3.4.6.2. Market Size And Forecast By Distribution Channel

#### 6.4. Asia-Pacific

##### 6.4.1. Key Market Trends, Growth Factors And Opportunities

##### 6.4.2. Market Size And Forecast, By Product Type

##### 6.4.3. Market Size And Forecast, By Distribution Channel

##### 6.4.4. Market Size And Forecast, By Country

##### 6.4.4.1. China

##### 6.4.4.1.1. Market Size And Forecast By Product Type

##### 6.4.4.1.2. Market Size And Forecast By Distribution Channel

##### 6.4.4.2. India

##### 6.4.4.2.1. Market Size And Forecast By Product Type

##### 6.4.4.2.2. Market Size And Forecast By Distribution Channel

##### 6.4.4.3. Japan

##### 6.4.4.3.1. Market Size And Forecast By Product Type

##### 6.4.4.3.2. Market Size And Forecast By Distribution Channel

##### 6.4.4.4. Australia

##### 6.4.4.4.1. Market Size And Forecast By Product Type

##### 6.4.4.4.2. Market Size And Forecast By Distribution Channel

##### 6.4.4.5. South Korea

##### 6.4.4.5.1. Market Size And Forecast By Product Type

##### 6.4.4.5.2. Market Size And Forecast By Distribution Channel

##### 6.4.4.6. Rest of Apac

##### 6.4.4.6.1. Market Size And Forecast By Product Type

##### 6.4.4.6.2. Market Size And Forecast By Distribution Channel

#### 6.5. Lamea

##### 6.5.1. Key Market Trends, Growth Factors And Opportunities

##### 6.5.2. Market Size And Forecast, By Product Type

##### 6.5.3. Market Size And Forecast, By Distribution Channel

##### 6.5.4. Market Size And Forecast, By Country

##### 6.5.4.1. Latin America

##### 6.5.4.1.1. Market Size And Forecast By Product Type

##### 6.5.4.1.2. Market Size And Forecast By Distribution Channel

##### 6.5.4.2. Middle East

##### 6.5.4.2.1. Market Size And Forecast By Product Type

##### 6.5.4.2.2. Market Size And Forecast By Distribution Channel

##### 6.5.4.3. Africa

##### 6.5.4.3.1. Market Size And Forecast By Product Type

#### 6.5.4.3.2. Market Size And Forecast By Distribution Channel

## **CHAPTER 7: COMPETITION LANDSCAPE**

- 7.1. Product Mapping
- 7.2. Competitive Dashboard
- 7.3. Competitive Heatmap
- 7.4. Key Developments
  - 7.4.1. Acquisition
  - 7.4.2. Business Expansion

## **CHAPTER 8: COMPANY PROFILES**

- 8.1. Kama Ayurveda
  - 8.1.1. Company Overview
  - 8.1.2. Key Executives
  - 8.1.3. Company Snapshot
  - 8.1.4. Operating Business Segments
  - 8.1.5. Product Portfolio
  - 8.1.6. R&D Expenditure
  - 8.1.7. Business Performance
  - 8.1.8. Key Strategic Moves And Developments
- 8.2. Forest Essentials
  - 8.2.1. Company Overview
  - 8.2.2. Key Executive
  - 8.2.3. Company Snapshot
  - 8.2.4. Product Portfolio
- 8.3. Edens Garden
  - 8.3.1. Company Overview
  - 8.3.2. Key Executives
  - 8.3.3. Company Snapshot
  - 8.3.4. Product Portfolio
- 8.4. Lush
  - 8.4.1. Company Overview
  - 8.4.2. Key Executives
  - 8.4.3. Company Snapshot
  - 8.4.4. Operating Business Segments
  - 8.4.5. Product Portfolio
  - 8.4.6. R&D Expenditure

- 8.4.7. Business Performance
- 8.5. Sunleaf Naturals, Llc
  - 8.5.1. Company Overview
  - 8.5.2. Key Executives
  - 8.5.3. Company Snapshot
  - 8.5.4. Product Portfolio
  - 8.5.5. R&D Expenditure
  - 8.5.6. Business Performance
- 8.6. Virginia Aromatics
  - 8.6.1. Company Overview
  - 8.6.2. Key Executives
  - 8.6.3. Company Snapshot
  - 8.6.4. Operating Business Segments
  - 8.6.5. Product Portfolio
  - 8.6.6. R&D Expenditure
  - 8.6.7. Business Performance
- 8.7. Wipro Unza Holdings Ltd.
  - 8.7.1. Company Overview
  - 8.7.2. Key Executives
  - 8.7.3. Company Snapshot
  - 8.7.4. Operating Business Segments
  - 8.7.5. Product Portfolio
  - 8.7.6. Business Performance
  - 8.7.7. Key Strategic Moves And Developments
- 8.8. Olay
  - 8.8.1. Company Overview
  - 8.8.2. Key Executive
  - 8.8.3. Company Snapshot
  - 8.8.4. Operating Business Segments
  - 8.8.5. Product Portfolio
  - 8.8.6. R&D Expenditure
  - 8.8.7. Business Performance
- 8.9. Dove.
  - 8.9.1. Company Overview
  - 8.9.2. Key Executives
  - 8.9.3. Company Snapshot
  - 8.9.4. Product Portfolio
  - 8.9.5. Business Performance
  - 8.9.6. Key Strategic Moves And Developments

## 8.10. Enchanteur

8.10.1. Company Overview

8.10.2. Key Executives

8.10.3. Company Snapshot

8.10.4. Operating Business Segments

8.10.5. Product Portfolio

8.10.6. Business Performance

## List Of Tables

### LIST OF TABLES

Table 01. Global Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 02. Global Lavender Essential Oil Soap Market Revenue, By Region, 2018–2026 (\$Million)

Table 03. Global Rose Essential Oil Market Revenue, By Region, 2018–2026 (\$Million)

Table 04. Global Tea Tree Essential Oil Soap Market Revenue, By Region, 2018–2026 (\$Million)

Table 05. Global Rosemary Essential Oil Market Revenue, By Region, 2018–2026 (\$Million)

Table 06. Global Peppermint Essential Oil Soap Market Revenue, By Region, 2018–2026 (\$Million)

Table 07. Global Others Essential Oil Market Revenue, By Region, 2018–2026 (\$Million)

Table 08. Global Essential Oil Soap Market Revenue, By Distribution Channel 2018–2026 (\$Million)

Table 09. Global Essential Oil Soap Market Revenue For Supermarket/Hypermarket, By Region, 2018–2026 (\$Million)

Table 10. Global Essential Oil Soap Market Revenue For E-Commerce, By Region, 2018–2026 (\$Million)

Table 11. Global Essential Oil Soap Market Revenue For Retail Stores, By Region, 2018–2026 (\$Million)

Table 12. Global Essential Oil Soap Market Revenue For Pharmaceutical Stores, By Region, 2018–2026 (\$Million)

Table 13. Global Essential Oil Soap Market Revenue, By Region, 2018–2026 (\$Million)

Table 14. North America Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 15. North America Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 16. North America Essential Oil Soap Market Revenue, By Country, 2018–2026 (\$Million)

Table 17. U.S. Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 18. U.S. Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 19. Canada Essential Oil Soap Market Revenue, By Product Type, 2018–2026

(\$Million)

Table 20. Canada Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 21. Mexico Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 22. Mexico Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 23. Europe Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 24. Europe Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 25. Europe Essential Oil Soap Market Revenue, By Country, 2018–2026 (\$Million)

Table 26. Germany Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 27. Germany Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 28. Uk Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 29. Uk Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 30. France Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 31. France Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 32. Italy Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 33. Italy Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 34. Spain Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 35. Spain Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 36. Rest of Europe Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 37. Rest of Europe Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 38. Asia-Pacific Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 39. Asia-Pacific Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 40. Asia-Pacific Essential Oil Soap Market Revenue, By Country, 2018–2026 (\$Million)

Table 41. China Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 42. China Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 43. India Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 44. India Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 45. Japan Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 46. Japan Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 47. Australia Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 48. Australia Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 49. South Korea Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 50. South Korea Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 51. Rest of Apac Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 52. Rest of Apac Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 53. Lamea Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 54. Lamea Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 55. Lamea Essential Oil Soap Market Revenue, By Country, 2018–2026 (\$Million)

Table 56. Latin America Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 57. Latin America Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 58. Middle East Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)



Table 59. Middle East Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 60. Africa Essential Oil Soap Market Revenue, By Product Type, 2018–2026 (\$Million)

Table 61. Africa Essential Oil Soap Market Revenue, By Distribution Channel, 2018–2026 (\$Million)

Table 62. Kama Ayurveda: Key Executives

Table 63. Kama Ayurveda: Company Snapshot

Table 64. Kama Ayurveda: Operating Segments

Table 65. Kama Ayurveda: Product Portfolio

Table 66. Kama Ayurveda: R&D Expenditure, 2016–2018 (\$Million)

Table 67. Kama Ayurveda: R&D Expenditure, 2016–2018 (\$Million)

Table 68. Kama Ayurveda: Net Sales, 2016–2018 (\$Million)

Table 69. Kama Ayurveda: Net Sales, 2016–2018 (\$Million)

Table 70. Forest Essentials: Key Executive

Table 71. Forest Essentials: Company Snapshot

Table 72. Forest Essentials: Product Portfolio

Table 73. Edens Garden: Key Executives

Table 74. Edens Garden: Company Snapshot

Table 75. Edens Garden: Product Portfolio

Table 76. Lush: Key Executives

Table 77. Lush: Company Snapshot

Table 78. Lush: Operating Segments

Table 79. Lush: Product Portfolio

Table 80. Lush: R&D Expenditure, 2017–2019 (\$Million)

Table 81. Lush: Net Sales, 2016–2018 (\$Million)

Table 82. Sunleaf Naturals, Llc: Key Executives

Table 83. Sunleaf Naturals, Llc: Company Snapshot

Table 84. Sunleaf Naturals, Llc: Product Portfolio

Table 85. Sunleaf Naturals, Llc: R&D Expenditure, 2016–2018 (\$Million)

Table 86. Sunleaf Naturals, Llc: Net Sales, 2016–2018 (\$Million)

Table 87. Virginia Aromatics: Key Executives

Table 88. Virginia Aromatics: Company Snapshot

Table 89. Virginia Aromatics: Operating Segments

Table 90. Virginia Aromatics: Product Portfolio

Table 91. Virginia Aromatics: R&D Expenditure, 2016–2018 (\$Million)

Table 92. Virginia Aromatics: Net Sales, 2016–2018 (\$Million)

Table 93. Wipro Unza Holdings Ltd.: Key Executives

Table 94. Wipro Unza Holdings Ltd.: Company Snapshot



Table 95. Wipro Unza Holdings Ltd.: Operating Segments
Table 96. Wipro Unza Holdings Ltd.: Product Portfolio
Table 97. Wipro Unza Holdings Ltd.: Net Sales, 2016–2018 (\$Million)
Table 98. Olay: Key Executives
Table 99. Olay: Company Snapshot
Table 100. Olay: Operating Segments
Table 101. Olay: Product Portfolio
Table 102. Olay: R&D Expenditure, 2016–2018 (\$Million)
Table 103. Olay: Net Sales, 2016–2018 (\$Million)
Table 104. Dove.: Key Executives
Table 105. Dove.: Company Snapshot
Table 106. Dove.: Product Portfolio
Table 107. Dove.: Net Sales, 2016–2018 (\$Million)
Table 108. Enchanteur: Key Executives
Table 109. Enchanteur: Company Snapshot
Table 110. Enchanteur: Operating Segments
Table 111. Enchanteur: Product Portfolio
Table 112. Enchanteur: Net Sales, 2016–2018 (\$Million)

## List Of Figures

### LIST OF FIGURES

- Figure 01. Essential Oil Soap Market Snapshot
- Figure 02. Essential Oil Soap Market: Segmentation
- Figure 03. Parent Market Overview: Essential Oil Market (2018)
- Figure 04. Top Investment Pockets
- Figure 05. Value Chain Analysis
- Figure 06. Essential Oil Soap Market: Porter'S Five Forces Model
- Figure 07. Essential Oil Soap Market: Drivers, Restraints, And Opportunities
- Figure 08. Essential Oil Soap Market, By Product Type, 2019 (%)
- Figure 09. Comparative Share Analysis of Global Lavender Essential Oil Soap Market, By Country 2018 & 2026 (%)
- Figure 10. Comparative Share Analysis of Global Rose Essential Oil Soap Market, By Country 2018 & 2026 (%)
- Figure 11. Comparative Share Analysis of Global Tea Tree Essential Oil Soap Market, By Country 2018 & 2026 (%)
- Figure 12. Comparative Share Analysis of Global Rosemary Essential Oil Soap Market, By Country 2018 & 2026 (%)
- Figure 13. Comparative Share Analysis of Global Peppermint Essential Oil Soap Market, By Country 2018 & 2026 (%)
- Figure 14. Comparative Share Analysis of Global Others Essential Oil Soap Market, By Country 2018 & 2026 (%)
- Figure 15. Global Essential Oil Soap Market, By Distribution Channel, 2019 (%)
- Figure 16. Comparative Share Analysis of Global Essential Oil Soap Market For Supermarket/Hypermarket, By Country 2018 & 2026 (%)
- Figure 17. Comparative Share Analysis of Global Essential Oil Soap Market For E-Commerce, By Country 2018 & 2026 (%)
- Figure 18. Comparative Share Analysis of Global Essential Oil Soap Market For Retail Stores, By Country 2018 & 2026 (%)
- Figure 19. Comparative Share Analysis of Global Essential Oil Soap Market For Pharmaceutical Stores, By Country 2018 & 2026 (%)
- Figure 20. Essential Oil Soap Market, By Region, 2019 (%)
- Figure 21. U.S. Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 22. Canada Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 23. Mexico Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 24. Germany Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 25. Uk Essential Oil Soap Market Revenue, 2018–2026 (\$Million)

- Figure 26. France Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 27. Italy Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 28. Spain Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 29. Rest of Europe Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 30. China Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 31. India Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 32. Japan Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 33. Australia Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 34. South Korea Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 35. Rest of Apac Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 36. Latin America Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 37. India Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 38. Africa Essential Oil Soap Market Revenue, 2018–2026 (\$Million)
- Figure 39. Product Mapping of Top 10 Key Players
- Figure 40. Competitive Dashboard of Top 10 Key Players
- Figure 41. Competitive Heatmap of Top 10 Key Players
- Figure 42. Kama Ayurveda: Revenue Share By Segment, 2018 (%)
- Figure 43. Kama Ayurveda: Revenue Share By Region, 2018 (%)
- Figure 44. Lush: R&D Expenditure, 2017–2019 (\$Million)
- Figure 45. Lush: Net Sales, 2017–2019 (\$Million)
- Figure 46. Lush: Revenue Share By Segment, 2019 (%)
- Figure 47. Lush: Revenue Share By Region, 2019 (%)
- Figure 48. Sunleaf Naturals, Llc: R&D Expenditure, 2016–2018 (\$Million)
- Figure 49. Sunleaf Naturals, Llc: Net Sales, 2016–2018 (\$Million)
- Figure 50. Sunleaf Naturals, Llc: Revenue Share By Product Category, 2018 (%)
- Figure 51. Sunleaf Naturals, Llc: Revenue Share By Region, 2018 (%)
- Figure 52. Virginia Aromatics: R&D Expenditure, 2016–2018 (\$Million)
- Figure 53. Virginia Aromatics: Net Sales, 2016–2018 (\$Million)
- Figure 54. Virginia Aromatics: Revenue Share By Segment, 2018 (%)
- Figure 55. Virginia Aromatics: Revenue Share By Region, 2018 (%)
- Figure 56. Wipro Unza Holdings Ltd.: Net Sales, 2016–2018 (\$Million)
- Figure 57. Wipro Unza Holdings Ltd.: Revenue Share By Segment, 2018 (%)
- Figure 58. Wipro Unza Holdings Ltd.: Revenue Share By Region, 2018 (%)
- Figure 59. Olay.: R&D Expenditure, 2016–2018 (\$Million)
- Figure 60. Olay: Net Sales, 2016–2018 (\$Million)
- Figure 61. Olay: Revenue Share By Segment, 2018 (%)
- Figure 62. Olay.: Revenue Share By Region, 2018 (%)
- Figure 63. Dove.: Net Sales, 2016–2018 (\$Million)
- Figure 64. Dove.: Revenue Share By Segment, 2018 (%)

Figure 65. Enchanteur: Net Sales, 2016–2018 (\$Million)

Figure 66. Enchanteur: Revenue Share By Segment, 2018 (%)

Figure 67. Enchanteur: Revenue Share By Region, 2018 (%)

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