

Essential Oils Market by Product Type (Orange, Eucalyptus, Cornmint, Peppermint, Citronella, Lemon, Lime, Clove, Spearmint, and Others), Application (Food and Beverages, Medical, Cleaning and Home, Spa and Relaxation and Others) and Distribution Channel (Direct Distribution, MLM Distribution and Retail Distribution): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

Essential oils, also known as volatile oils or ethereal oils, are derived from leaves, stems, flowers, bark, roots, or other parts of a plant. They are obtained from various herbs and plants, such as orange, eucalyptus, cornmint, peppermint, citronella, lemon, lime, clove, and spearmint, using distillation methods such as steam and water distillation. These oils contain volatile aroma compounds and real essence of the plant from which it is derived. Essential oils are primarily used in cosmetics & toiletries, food items, and beverages.

The major factor that boosts the market growth is the increase in consumer preference for natural and organic products be it cosmetics, food, or similar other product categories. This in turn, has led the manufacturers operating in such industries to develop products that contain natural additives. Thus, the rise in usage of essential oils among various end-user industries, coupled with factors such as rapid industrialization, increase in disposable income, and improved standards of living in emerging economies, supplement the market growth. The factors that restrict the market growth are high price of essential oils, availability of synthetic substitutes, and limited availability of raw materials. Government support and favorable regulations are

expected to offer lucrative opportunities for market growth. Moreover, steady rise in demand for natural aromatic fragrances and flavors in spa and relaxation applications along with cosmetics and perfumes is anticipated to promote the demand for essential oils during the forecast period.

The essential oils market is segmented on the basis of product type, application, distribution channel and region. The product type segment is further classified into orange, eucalyptus, cornmint, peppermint, citronella, lime, lemon, clove, spearmint, and others. By application, the essential oils market is classified into food & beverages, medical, cleaning & home, spa & relaxation, and others. The others applications include usage of essential oil in paints, textile industries, tobacco, paper manufacturing, and agrochemicals. On the basis of distribution channel the global market is studied across direct distribution, MLM distribution and retail distribution. The retail distribution channel is further segmented into supermarket/ hypermarket, e-commerce, retail stores, pharmaceutical stores and others. By region, the market is categorized into North America, Europe, Asia-Pacific, and LAMEA.

The prominent players analyzed in this report include doTERRA International, Biolandes, Sydney Essential Oils Co. Pty Ltd., Young Living Essential Oils, Farotti SRL, The Lebermuth Company, Essential Oils of New Zealand, H.Reynaude & Fils, Moksha Lifestyle Products, and West India Species, Inc.

KEY BENEFITS FOR STAKEHOLDERS

The report provides a quantitative analysis of the current market trends, estimations, and dynamics of the market size from 2018 to 2026 to identify the prevailing Essential Oils Market opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the size and segmentation assists in determining the prevailing market opportunities.

The major countries in each region are mapped according to their revenue contribution to the industry.

The market player positioning segment facilitates benchmarking and provides a

clear understanding of the present position of the market players in the Essential Oils Industry.

KEY MARKET SEGMENTATION

Key Market Segments

By Product Type

Orange

Eucalyptus

Cornmint

Peppermint

Citronella

Lemon

Lime

Clove

Spearmint

Others

By Application

Food and Beverages

Medical

Cleaning and Home

Spa and Relaxation

Others

By Distribution Channel

Direct Distribution

MLM Distribution

Retail Distribution

Supermarket/ Hypermarket

E-commerce

Retail Stores

Pharmaceutical Stores

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Indonesia

Singapore

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Turkey

UAE

Rest of LAMEA

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