

Development and Market of Essential Oil Industry in China

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Abstracts

INTRODUCTION

There is huge demand in Chinese fragrances market, though Chinese consumers have weak brand loyalty. People have conscious on healthcare and beautify caring, as result, Chinese essential oil market was well developed in 2014, which the sales reached 10.3 billion.

There are two advantages in Chinese market; firstly, there are huge users base in Chinese skin care market and the demand is growing. Since Chinese economy developing quick in recent decade, not only urban female consumers purchase essential oil, but also the tier-2, tier-3 cities' female consumers. Secondly, essential oil products were underdeveloped; there is still huge market potential in skin care market.

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