

# **Global Aromatherapy Diffuser Market Size study, by Product Type (Ultrasonic, Nebulizer, Other Product Types), by Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialist Stores, Online Retailers, Other Distribution Channels ) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Aromatherapy Diffuser Market is valued at approximately USD 1.74 million in 2020 and is anticipated to grow with a healthy growth rate of more than 9.2 % over the forecast period 2021-2027. Demand for various types of diffusers is predicted to rise as people become more aware of the various benefits of aromatherapy for stress, depression, and anxiety reduction, particularly in developed nations. Unless eaten orally or applied directly to the skin, essential oils have no immediate negative effects when breathed through diffusers. This element is a significant market growth driver. Furthermore, as the fragrance industry grows, consumers are requesting natural scents due to an increase in health consciousness and the negative side effects of synthetic/chemical items, such as allergies and toxins. Moreover, due to changing lifestyles and increased media influence in the market, aromatherapy is gaining popularity, particularly among the metropolitan population. The demand for essential oils in the United States has been increasing year after year, and the aromatherapy market consumes a large portion of the essential oil produced and imported in the country. Lemon oil, for example, is the most commonly imported essential oil in the United States, followed by orange oil, peppermint oil, tea tree oil, and eucalyptus oil. The expansion of essential oil uses in aromatherapy is likely to be bolstered by increased R&D activity, as well as innovation in extraction techniques, especially in emerging nations. The market is competitive, with a large number of local and foreign businesses competing for market share. Manufacturers are progressively introducing

product improvements in terms of customization, integration, price, and features, resulting in a high level of sustainable competitive advantage through differentiation. As a result, there is a lot of competition in the market. For instance, in April 2021, for fragrance and home comfort manufacturers, Scentsy has introduced a connected and intelligent scent distribution solution. It is both connected and smart, combining ease-of-use and high-quality diffusion to create a new consumer habit. Similarly, in April 2018, The Five Seasons by Marcel Wanders, a collection of fragrances and aroma diffusers by Alessi, marks the company's introduction into the home environment area. However, growing environmental concerns regarding the disposal of plastic and glass used for manufacturing the diffusers may impede the market growth over the forecast years.

The regional analysis of the Global Aromatherapy Diffuser Market is segmented for the key regions such as North America, Europe, Asia Pacific, Latin America, and Rest of the World (ROW). North America is the dominating region across the world in terms of market share due to growing rising preference for natural ingredients for the treatment of anxiety, stress, and depression in the region. Whereas Asia Pacific is also anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to increasing disposable income coupled with the flourishing health and wellness sector across APAC.

Major market player included in this report are:

Puzhen Life Co. Ltd  
NOW Health Group Inc.  
ZAQ  
doTERRA  
Organic Aromas  
Aromis Aromatherapy  
Edens Garden  
Newell Brands Inc.  
Alessi  
Scentsy Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report

shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By Product Type:**

Ultrasonic

Nebulizer

Other Product Types

**By Distribution Channel:**

Supermarkets/Hypermarkets

Convenience Stores

Specialist Stores

Online Retailers

Other Distribution Channels

**By Region:**

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018,2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Aromatherapy Diffuser Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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