

Global Geranium Oil Market Size study, by Type, Application, and Regional Forecasts 2022-2032

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Abstracts

The Global Geranium Oil Market is valued approximately at USD 85.98 million in 2023 and is anticipated to grow with a compound annual growth rate (CAGR) of 4.10% over the forecast period 2024–2032. Geranium oil, an essential oil extracted primarily from the *Pelargonium graveolens* plant, has gained prominence as a natural ingredient in the personal care, food, aromatherapy, and pharmaceutical sectors. Its versatile chemical composition—rich in citronellol, geraniol, and linalool—makes it a potent natural agent with antibacterial, antioxidant, and anti-inflammatory properties. As the demand for clean-label, plant-based, and organic products continues to reshape consumer preferences, geranium oil stands out as a key ingredient aligned with sustainability and wellness trends. Producers have increasingly begun to optimize cultivation techniques and invest in advanced distillation technologies to enhance oil yield and purity.

The market's trajectory is driven by an increasing inclination towards botanical and therapeutic products across end-user verticals. The cosmetic and personal care industry accounts for the largest share of geranium oil consumption, with applications ranging from skin care serums and perfumes to hair conditioners and deodorants. Moreover, the growing integration of aromatherapy into wellness regimes globally has significantly boosted the use of geranium oil in stress-relief formulations and home diffusers. Pharmaceutical companies are also exploring its potential for the development of herbal medicines and natural pain relief products. Despite its expanding application scope, challenges such as inconsistent supply due to seasonal cultivation, limited awareness in developing regions, and the relatively high price of high-grade oils may hamper widespread commercialization.

Strategic collaborations between essential oil producers, cosmetic giants, and organic retailers are becoming more frequent, aiming to scale production while maintaining

product authenticity. In parallel, technological advancements in steam distillation and solvent extraction are enhancing the economic viability of geranium oil production. The market is also benefiting from heightened regulatory acceptance of plant-derived actives in cosmetics and personal health products, which is encouraging more global brands to incorporate geranium oil into their ingredient portfolios. At the same time, companies are intensifying R&D to discover new use-cases, such as in antimicrobial coatings and bio-based insect repellents, pushing the boundaries of traditional applications.

Regionally, Europe currently dominates the global geranium oil market due to its established aromatherapy culture and robust cosmetic manufacturing base. France and Germany are among the key contributors, backed by a strong preference for natural fragrance ingredients and organic wellness solutions. North America follows closely, with the U.S. exhibiting growing demand through natural skin care brands and health-conscious consumers gravitating toward holistic therapies. Meanwhile, the Asia Pacific region is anticipated to register the fastest CAGR during the forecast period, primarily driven by increased disposable income, rising wellness awareness, and the growth of e-commerce platforms that are expanding consumer access to essential oils in countries such as China, India, and Japan.

Major market player included in this report are:

Sydney Essential Oil Co.

Plant Therapy Essential Oils

Robertet Group

Givaudan SA

Berje Inc.

doTERRA International

Ultra International B.V.

Lionel Hitchen Ltd.

Firmenich SA

AOS Products Pvt. Ltd.

Young Living Essential Oils

NOW Health Group, Inc.

Eden Botanicals

Rocky Mountain Oils LLC

India Essential Oils

The detailed segments and sub-segment of the market are explained below:

By Type

Pure Geranium Oil

Blended Geranium Oil

By Application

Aromatherapy

Cosmetics & Personal Care

Pharmaceuticals

Food & Beverages

Others

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

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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