

# Herb Oil Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 – 2034

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## Abstracts

The Global Herb Oil Market was valued at USD 10.3 billion in 2024 and is expected to grow at a CAGR of 5.7% from 2025 to 2034. Herb oils, derived from the leaves, stems, flowers, or roots of various herbs, are highly prized for their therapeutic, culinary, and aromatic qualities. This market is expanding as consumers increasingly seek natural and organic alternatives due to their growing awareness of health benefits. The demand for herb oils has surged, thanks to the rising trend for wellness, as these oils are known for their anti-inflammatory, antioxidant, and antimicrobial properties. The growing preference for clean-label and chemical-free products is also driving their popularity, particularly in the personal care and food industries. As more people embrace natural solutions for health and beauty, herb oils are finding applications across several sectors, further contributing to market growth.

Among the various product types, basil oil emerged as a leading segment in 2024, accounting for over USD 2.4 billion in revenue. This is due to its wide use in multiple cuisines and its potential health benefits, making it a sought-after choice for both culinary and therapeutic purposes. The basil oil segment continues to gain strength as consumers value its versatility, aroma, and therapeutic properties, helping it maintain a strong position in the global herb oil market.

When it comes to market applications, the personal care and cosmetics segment held a 35% share of the market in 2024. With increasing consumer demand for natural ingredients in beauty products, herb oils such as rosemary and lavender have become popular in skincare routines due to their soothing, antioxidant, and anti-inflammatory benefits. As awareness of the benefits of natural products rises, herb oils are expected to see further adoption in the personal care sector.

Distribution channels are also shaping the herb oil market, with supermarkets and hypermarkets gaining significant attention. Their wide reach and convenience make them a preferred option for consumers, allowing easy access to a variety of herb oil products in one location. Competitive pricing and promotional offers from these retail outlets further enhance the attractiveness of herb oils, solidifying supermarkets and hypermarkets as key players in the distribution of herb oils.

In the U.S., the herb oil market was valued at USD 2.1 billion in 2024. Growing interest in natural health remedies and organic products, coupled with an increased focus on wellness, has driven the popularity of herb oils in the country. Their use in aromatherapy, personal care, and food applications is becoming more widespread, reinforcing the trend toward natural products in the U.S. market.

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