

# **U.S. Argan Oil Market Analysis By Application (Cosmetics, Food, Medical), Competitive Landscape, Trends & Dynamics, Value Chain Analysis, And Segment Forecasts, 2014 - 2025**

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## **Abstracts**

The U.S. argan oil market is expected to reach USD 1.08 billion by 2025, according to a new report by Grand View Research, Inc. Argan oil is a developing industry in the U.S. which is gaining importance on account of its high-performance ingredients. Growing disposable income, demand for branded luxury cosmetics, and preference for organic ingredients is anticipated to augment growth.

Medical is expected to emerge as a significant application segment in the coming years owing to argan oil potential for curing serious diseases such as cancer and arthritis. Unfavorable raw material trends are expected to hinder global industry growth on account of continuously increasing population in Morocco coupled with stable production. The government is making efforts to expand the cultivation. Israel, Mexico, and Algeria have initiated in argan crop cultivation to meet Morocco's argan oil demand.

The widening of distribution channels has made these products readily available to the consumer. Ongoing R&D investments and technological advancements in the area of processing ingredients have been the key factors responsible for driving industry growth over the past few years.

Product integration is the key strategy adopted by competitors in this market. This market has limited supply of raw materials hence provoking a price war among competitors. Argan oil draws its demand from cosmetics, food, and medical industry. The cosmetics segment accounted for the largest market share in 2015. Argan oil is

also gaining acceptance in the food industry, where it is used for seasoning salad and as cooking oil in high-end restaurants in the U.S.

Further key findings from the report suggest:

The cosmetic segment accounted for 40.9% of market volume in 2016 and is projected to reach a market valuation of USD 432.2 million by 2025

Argan oil is extensively used in moisturizers, anti-aging creams, sun protection lotions, and a wide range of hair treatment products

The medical segment is expected to witness highest growth rate from 2017 to 2025

Argan extracts help accelerate wound healing process, lower cholesterol levels, improve digestion, protect the liver, manage diabetes, reduce inflammation, and boost heart health

Key companies such as Brenntag Specialties, Moroccanoil. Inc., Josie Maran Cosmetic, and W.S. Badger Company, Inc. are involved in production and distribution services

These companies have a dominant presence in the value chain due to their strong product portfolio catering to a large number of applications and extensive regional presence

Distributors are also engaged in taking up private label contracts to meet specific packaging & branding requirements of their clients

## Contents

### CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Research methodology
- 1.2 Research scope and assumptions
- 1.3 List of data sources

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 U.S. argan oil market - Industry snapshot and key buying criteria

### CHAPTER 3 U.S. ARGAN OIL: MARKET VARIABLES, TRENDS, AND SCOPE

- 3.1 Market segmentation & scope
- 3.2 Penetration & Growth Prospect Mapping
- 3.3 Value chain analysis
- 3.4 Market dynamics
  - 3.4.1 Market driver analysis
    - 3.4.1.1 Increasing preference for organic products
    - 3.4.1.2 Growing demand for men grooming products
  - 3.4.2 Market restraint analysis
    - 3.4.2.1 Limited number of argan trees
- 3.5 Industry analysis - Porter's
- 3.6 PESTEL analysis

### CHAPTER 4 U.S. ARGAN OIL MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 4.1 U.S. argan oil market share by application, 2016 & 2025
- 4.2 U.S. argan oil market size forecasts and trend analysis by application, 2014 - 2025 (Tons) (USD Million)
  - 4.2.1 Cosmetics
    - 4.2.1.1 U.S. argan oil market estimates and forecast from cosmetics, 2014 - 2025 (Tons) (USD Million)
  - 4.2.2 Food
    - 4.2.2.1 U.S. argan oil market estimates and forecast from food, 2014 - 2025 (Tons) (USD Million)
  - 4.2.3 Medical

4.2.3.1 U.S. argan oil market estimates and forecast from medical, 2014 - 2025  
(Tons) (USD Million)

## **CHAPTER 5 COMPETITIVE LANDSCAPE**

- 5.1 Competitive Heat Map Analysis
- 5.2 Vendor landscape
- 5.3 Competitive environment
  - 5.3.1 Company market positioning
  - 5.3.2 Strategy framework

## **CHAPTER 6 COMPANY PROFILES**

- 6.1 ARGAnisme Cosmetics S.A.R.L.
  - 6.1.1 Company overview
  - 6.1.2 Product benchmarking
- 6.2 OLVEA Vegetable Oils
  - 6.2.1 Company overview
  - 6.2.2 Product benchmarking
- 6.3 Oriental Group SARL AU
  - 6.3.1 Company overview
  - 6.3.2 Product benchmarking
- 6.4 Arganfarm sarl. au.
  - 6.4.1 Company overview
  - 6.4.2 Product benchmarking
- 6.5 Nadifi Argan Oil
  - 6.5.1 Company overview
  - 6.5.2 Product benchmarking
- 6.6 Brenntag Specialties
  - 6.6.1 Company overview
  - 6.6.2 Financial performance
  - 6.6.3 Product benchmarking
- 6.7 Aura Cacia
  - 6.7.1 Company overview
  - 6.7.2 Product benchmarking
- 6.8 W.S. Badger Company, Inc.
  - 6.8.1 Company overview
  - 6.8.2 Financial performance
  - 6.8.3 Product benchmarking

## 6.9 Moroccanoil, Inc.

6.9.1 Company overview

6.9.2 Financial performance

6.9.3 Product benchmarking

## 6.10 Argan Oil, Inc.

6.10.1 Company overview

6.10.2 Product benchmarking

## 6.11 L' or D'afrique

6.11.1 Company overview

6.11.2 Financial performance

6.11.3 Product benchmarking

## 6.12 Argan Export Company

6.12.1 Company overview

6.12.2 Product benchmarking

## 6.13 Texas Natural Supply

6.13.1 Company overview

6.13.2 Financial performance

6.13.3 Product benchmarking

## 6.14 Shea Terra Organics

6.14.1 Company overview

6.14.2 Financial performance

6.14.3 Product benchmarking

6.14.4 Strategic initiatives

## 6.15 OAW Health

6.15.1 Company overview

6.15.2 Financial performance

6.15.3 Product benchmarking

## 6.16 Arganio, Inc.

6.16.1 Company overview

6.16.2 Product benchmarking

## 6.17 artnaturals

6.17.1 Company overview

6.17.2 Product benchmarking

## 6.18 Bulk Apothecary

6.18.1 Company overview

6.18.2 Financial performance

6.18.3 Product benchmarking

## 6.19 Elma & Sana LLC

6.19.1 Company overview

- 6.19.2 Financial performance
- 6.19.3 Product benchmarking
- 6.20 Josie Maran Cosmetics
  - 6.20.1 Company overview
  - 6.20.2 Financial performance
  - 6.20.3 Product benchmarking

## List Of Tables

### LIST OF TABLES

TABLE 1 U.S. argan oil - Key market driver impact

TABLE 2 Argan oil demand & supply, 2013 & 2020

TABLE 3 U.S. argan oil market volume estimates & forecast by application, 2014 - 2016 (Tons)

TABLE 4 U.S. argan oil market market volume estimates & forecast by application, 2017 - 2025 (Tons)

TABLE 5 U.S. argan oil market revenue estimates & forecast by application, 2014-2016 (USD Million)

TABLE 6 U.S. argan oil market revenue estimates & forecast by application, 2017 - 2025 (USD Million)

TABLE 7 U.S. argan oil market estimates & forecast from cosmetics, 2014 - 2016 (Tons) (USD Million)

TABLE 8 U.S. argan oil market estimates & forecast from cosmetics, 2017 - 2025 (Tons) (USD Miillion)

TABLE 9 U.S. argan oil market estimates & forecast from food, 2014 - 2016 (Tons) (USD Million)

TABLE 10 U.S. argan oil market estimates & forecast from food, 2017 - 2025 (Tons) (USD Miillion)

TABLE 11 U.S. argan oil market estimates & forecast from medical, 2014 - 2016 (Tons) (USD Million)

TABLE 12 U.S. argan oil market estimates & forecast from medical, 2017 - 2025 (Tons) (USD Miillion)

TABLE 13 Competitive heat map analysis

## List Of Figures

### LIST OF FIGURES

- FIG. 1 U.S. argan oil market volume, by application, 2016 (Tons)
- FIG. 2 U.S. argan oil- industry snapshot
- FIG. 3 U.S. argan oil market segmentation
- FIG. 4 U.S. argan oil market estimates & forecast, 2014 - 2025 (Tons) (USD Million)
- FIG. 5 U.S. argan oil value chain analysis
- FIG. 6 U.S. argan oil market dynamics
- FIG. 11 Argan oil market - Porter's analysis
- FIG. 12 Argan oil market - PESTEL analysis
- FIG. 13 Argan oil market volume by application, 2016 & 2025 (Kilo Tons)
- FIG. 14 Competitive environment
- FIG. 15 Four quadrant positioning
- FIG. 16 Competitive strategy adopted by leading players



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