

# **U.S. Essential Oils Market Size, Share & Trends Analysis Report By Product, By Application (Spa & Relaxation, Food & Beverages, Medical, Cleaning & Home), By Sales Channel (Direct), By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 1 Business Day

### **U.S. Essential Oils Market Growth & Trends**

The U.S. essential oils market size is expected to reach USD 16.15 billion by 2030, registering a CAGR of 10.0% from 2025 to 2030, according to a new report by Grand View Research, Inc. The demand for natural and organic products is surging in the United States, and is the consumption of essential oils by the personal care and cosmetics industries.

Use of essential oils as a flavoring and aromatic agents is flourishing across distinct industries including food & beverages, medical, cleaning & home, spa & relaxation and others. Moreover, the healing properties of the essential oils and rising popularity of natural products for treating medical ailments has propelled this growth.

The U.S. holds a prominent share in the essential oils market owing to beneficial government regulations and exemptions on import duty. The cosmetic industry is growing speedily around the globe and U.S. being the hub for many of these companies, demand for the essential oils is projected to witness rapid growth in upcoming years.

The market is in a growing stage and consists of a vast number of players. However,

price sensitivity is one of the significant challenges posed by the companies. Moreover, limited availability of the raw materials and strict regulations on the harvesting and cultivation are some other hindering factors.

### U.S. Essential Oils Market Report Highlights

Based on product, the orange oil held a significant market share in 2024, aided by its utility across various sectors to enhance sensory appeal and product value.

By application, the food & beverage segment is expected to grow significantly over the forecast period.

In 2024, direct selling held the highest market share of 48.3%, due to personalized customer experiences and customized product recommendations.

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