

# **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.

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Insights
- 2.2. Segmental Outlook
- 2.3. Competitive Outlook

### CHAPTER 3. U.S. ESSENTIAL OILS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. U.S. Essential Oils Market Outlook
- 3.2. Industry Value Chain Analysis
- 3.3. Technology Overview
- 3.4. Average Price Trend Analysis
- 3.5. Supply-Demand GAP Analysis, 2024
- 3.6. Regulatory Framework
  - 3.6.1. Policies and Incentive Plans
  - 3.6.2. Standards and Compliances
  - 3.6.3. Regulatory Impact Analysis
- 3.7. Market Dynamics
  - 3.7.1. Market Driver Analysis
  - 3.7.2. Market Restraint Analysis
  - 3.7.3. Industry Challenges
- 3.8. Porter's Five Forces Analysis
  - 3.8.1. Supplier Power

- 3.8.2. Buyer Power
- 3.8.3. Substitution Threat
- 3.8.4. Threat from New Entrant
- 3.8.5. Competitive Rivalry
- 3.9. PESTEL Analysis
  - 3.9.1. Political Landscape
  - 3.9.2. Economic Landscape
  - 3.9.3. Social Landscape
  - 3.9.4. Technological Landscape
  - 3.9.5. Environmental Landscape
  - 3.9.6. Legal Landscape

## **CHAPTER 4. U.S. ESSENTIAL OILS MARKET: PRODUCT OUTLOOK ESTIMATES & FORECASTS**

- 4.1. U.S. Essential Oils Market: Product Movement Analysis, 2024 & 2030
  - 4.1.1. Acorus Calamus
    - 4.1.1.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 4.1.2. Ajowan
    - 4.1.2.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 4.1.3. Basil
    - 4.1.3.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 4.1.4. Black pepper
    - 4.1.4.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 4.1.5. Cardamom
    - 4.1.5.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 4.1.6. Carrot Seed
    - 4.1.6.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 4.1.7. Cassia
    - 4.1.7.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 4.1.8. Cedarwood
    - 4.1.8.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 4.1.9. Celery
    - 4.1.9.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 4.1.10. Cinnamon
    - 4.1.10.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 4.1.11. Citronella
    - 4.1.11.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 4.1.12. Clove

- 4.1.12.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.13. Cornmint
  - 4.1.13.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.14. Cumin Seed
  - 4.1.14.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.15. Curry Leaf
  - 4.1.15.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.16. Cypriol
  - 4.1.16.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.17. Davana
  - 4.1.17.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.18. Dill Seed
  - 4.1.18.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.19. Eucalyptus
  - 4.1.19.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.20. Fennel
  - 4.1.20.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.21. Frankincense
  - 4.1.21.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.22. Garlic
  - 4.1.22.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.23. Ginger
  - 4.1.23.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.24. Holy Basil
  - 4.1.24.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.25. Juniper Berry
  - 4.1.25.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.26. Lemon
  - 4.1.26.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.27. Lemongrass
  - 4.1.27.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.28. Lime
  - 4.1.28.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.29. Mace
  - 4.1.29.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.30. Mustard
  - 4.1.30.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 4.1.31. Neem
  - 4.1.31.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 4.1.32. Nutmeg

4.1.32.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 4.1.33. Orange

4.1.33.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 4.1.34. Palmarosa

4.1.34.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 4.1.35. Pepper Mint

4.1.35.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 4.1.36. DMO

4.1.36.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 4.1.37. Rosemary

4.1.37.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 4.1.38. Spearmint

4.1.38.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 4.1.39. Turmeric

4.1.39.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 4.1.40. Vetiver

4.1.40.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 4.1.41. Ciz-3 Hexanol

4.1.41.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 4.1.42. Tea Tree

4.1.42.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 4.1.43. Others

4.1.43.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

## **CHAPTER 5. U.S. ESSENTIAL OILS MARKET: APPLICATION OUTLOOK ESTIMATES & FORECASTS**

### **5.1. U.S. Essential Oils Market: Application Movement Analysis, 2024 & 2030**

#### **5.1.1. Medical**

5.1.1.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### **5.1.1.2. Pharmaceutical**

5.1.1.2.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### **5.1.1.3. Nutraceutical**

5.1.1.3.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### **5.1.2. Food & Beverages**

5.1.2.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### **5.1.2.2. Bakery**

5.1.2.2.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 5.1.2.3. Confectionery

5.1.2.3.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 5.1.2.4. Dairy

5.1.2.4.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 5.1.2.5. RTE Meals

5.1.2.5.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 5.1.2.6. Beverages

5.1.2.6.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 5.1.2.7. Meat, Poultry & Seafood

5.1.2.7.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 5.1.2.8. Snacks & Nutritional Bars

5.1.2.8.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

#### 5.1.3. Spa & Relaxation

5.1.3.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

##### 5.1.3.2. Aromatherapy

5.1.3.2.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

##### 5.1.3.3. Massage Oil

5.1.3.3.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

##### 5.1.3.4. Personal Care

5.1.3.4.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

###### 5.1.3.4.2. Cosmetics

5.1.3.4.2.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

###### 5.1.3.4.2.2. Hair Care

5.1.3.4.2.2.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

###### 5.1.3.4.2.3. Skin Care

5.1.3.4.2.3.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

###### 5.1.3.4.2.4. Sun Care

5.1.3.4.2.4.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

###### 5.1.3.4.2.5. Makeup And Color Cosmetics

5.1.3.4.2.5.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

##### 5.1.3.4.3. Toiletries

5.1.3.4.3.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

###### 5.1.3.4.3.2. Soaps

5.1.3.4.3.2.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

###### 5.1.3.4.3.3. Shampoos

5.1.3.4.3.3.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

###### 5.1.3.4.3.4. Men's Grooming

5.1.3.4.3.4.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

###### 5.1.3.4.3.5. Oral Care



- 5.1.3.4.3.5.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 5.1.3.4.3.6. Baby Care
  - 5.1.3.4.3.6.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 5.1.3.4.4. Fragrances
  - 5.1.3.4.4.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 5.1.3.4.4.2. Perfumes
    - 5.1.3.4.4.2.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 5.1.3.4.4.3. Body Sprays
    - 5.1.3.4.4.3.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 5.1.3.4.4.4. Air Fresheners
    - 5.1.3.4.4.4.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
- 5.1.4. Cleaning & Home
  - 5.1.4.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 5.1.4.2. Kitchen Cleaners
    - 5.1.4.2.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 5.1.4.3. Floor Cleaners
    - 5.1.4.3.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 5.1.4.4. Bathroom Cleaners
    - 5.1.4.4.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 5.1.4.5. Fabric Care
    - 5.1.4.5.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

## **CHAPTER 6. U.S. ESSENTIAL OILS MARKET: SALES CHANNEL OUTLOOK ESTIMATES & FORECASTS**

- 6.1. U.S. Essential Oils Market: Sales Channel Movement Analysis, 2024 & 2030
  - 6.1.1. Direct Selling
    - 6.1.1.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)
  - 6.1.2. Others
    - 6.1.2.1. Market Estimates And Forecast, 2018 - 2030 (USD Million) (Tons)

## **CHAPTER 7. COMPETITIVE LANDSCAPE**

- 7.1. Recent Developments & Impact Analysis, By Key Market Participants
- 7.2. Vendor Landscape
  - 7.2.1. Company categorization
  - 7.2.2. List of Key Distributors and channel Partners
  - 7.2.3. List of Potential Customers/End Users
- 7.3. Competitive Dynamics



- 7.3.1. Competitive Benchmarking
- 7.3.2. Strategy Mapping
- 7.3.3. Heat Map Analysis
- 7.4. Company Profiles/Listing
  - 7.4.1. Aura Cacia
    - 7.4.1.1. Participant's Overview
    - 7.4.1.2. Financial Performance
    - 7.4.1.3. Product Benchmarking
    - 7.4.1.4. Strategic Initiatives
  - 7.4.2. Nature's Truth
    - 7.4.2.1. Participant's Overview
    - 7.4.2.2. Financial Performance
    - 7.4.2.3. Product Benchmarking
    - 7.4.2.4. Strategic Initiatives
  - 7.4.3. Nature's Bounty
    - 7.4.3.1. Participant's Overview
    - 7.4.3.2. Financial Performance
    - 7.4.3.3. Product Benchmarking
    - 7.4.3.4. Strategic Initiatives
  - 7.4.4. NOW Foods
    - 7.4.4.1. Participant's Overview
    - 7.4.4.2. Financial Performance
    - 7.4.4.3. Product Benchmarking
    - 7.4.4.4. Strategic Initiatives
  - 7.4.5. doTERRA
    - 7.4.5.1. Participant's Overview
    - 7.4.5.2. Financial Performance
    - 7.4.5.3. Product Benchmarking
    - 7.4.5.4. Strategic Initiatives
  - 7.4.6. Rocky Mountain Oils, LLC
    - 7.4.6.1. Participant's Overview
    - 7.4.6.2. Financial Performance
    - 7.4.6.3. Product Benchmarking
    - 7.4.6.4. Strategic Initiatives
  - 7.4.7. Lebermuth, Inc.
    - 7.4.7.1. Participant's Overview
    - 7.4.7.2. Financial Performance
    - 7.4.7.3. Product Benchmarking
    - 7.4.7.4. Strategic Initiatives

- 7.4.8. Ungerer & Company
  - 7.4.8.1. Participant's Overview
  - 7.4.8.2. Financial Performance
  - 7.4.8.3. Product Benchmarking
  - 7.4.8.4. Strategic Initiatives
- 7.4.9. Young Living Essential Oils, LC
  - 7.4.9.1. Participant's Overview
  - 7.4.9.2. Financial Performance
  - 7.4.9.3. Product Benchmarking
  - 7.4.9.4. Strategic Initiatives
- 7.4.10. BIOLANDES
  - 7.4.10.1. Participant's Overview
  - 7.4.10.2. Financial Performance
  - 7.4.10.3. Product Benchmarking
  - 7.4.10.4. Strategic Initiatives
- 7.4.11. The Essential Oil Company
  - 7.4.11.1. Participant's Overview
  - 7.4.11.2. Financial Performance
  - 7.4.11.3. Product Benchmarking
  - 7.4.11.4. Strategic Initiatives
- 7.4.12. Eden Botanicals
  - 7.4.12.1. Participant's Overview
  - 7.4.12.2. Financial Performance
  - 7.4.12.3. Product Benchmarking
  - 7.4.12.4. Strategic Initiatives
- 7.4.13. Edens Garden
  - 7.4.13.1. Participant's Overview
  - 7.4.13.2. Financial Performance
  - 7.4.13.3. Product Benchmarking
  - 7.4.13.4. Strategic Initiatives

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