

# Aromatherapy Diffuser Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/A61DCD07BFB3EN.html>

Date: March 2023

Pages: 143

Price: US\$ 2,499.00 (Single User License)

ID: A61DCD07BFB3EN

## Abstracts

The global aromatherapy diffuser market size reached US\$ 2.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3.2 Billion by 2028, exhibiting a growth rate (CAGR) of 6.89% during 2023-2028.

Aromatherapy diffusers are devices used to disperse natural fragrances by using essential oils. Rosemary, cedarwood, tea tree, chamomile, lavender, ylang-ylang, and clary sage are some commonly used compounds in aromatherapy diffusers. They assist in relieving stress, uplifting mood, reducing stress and anxiety, and improving sleep. Aromatherapy diffusers also aid in enhancing the performance of the mind, immune system, and hormones. They are available in heat, candle diffuser, terracotta, ultrasonic, nebulizer, and clay variants. Apart from this, aromatherapy diffusers also work as humidifiers that keep the airways moist, assist in easy breathing, and eliminate the presence of certain bacteria in the air.

### Aromatherapy Diffuser Market Trends:

The global aromatherapy diffuser market is primarily being driven by the increasing product demand in the medical sector to treat insomnia, depression, anxiety, cognitive ailments, and stress-related disorders. In line with this, the widespread product adoption in therapeutic applications due to its various medicinal properties, such as antiviral, anti-inflammatory, immunomodulatory, analgesic, antimicrobial, antiseptic, astringent, antispasmodic, and antiviral, is favoring the market growth. Besides this, the increasing popularity of essential oils, such as eucalyptus and corymbia, as an effective alternative treatment against COVID-19 disease and other respiratory disorders is acting as a growth-inducing factor. Additionally, the integration of the Internet of Things (IoT) in aromatherapy diffusers to automate fragrance dispersion in the environment by building

a profile of users' needs is providing an impetus to market growth. Furthermore, the launch of WiFi-enabled, smart, portable aromatherapy diffusers that offer a variety of essential oil scents in the form of individual cartridges is providing a considerable boost to the market growth. Moreover, increasing product utilization in spas and wellness centers due to their high efficacy and positive impact on mental and physical health is creating a positive outlook for the market. Other factors, including rising expenditure capacities of consumers and easy product availability across e-commerce platforms, are anticipated to drive the market toward growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global aromatherapy diffuser market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, distribution channel and application.

#### Breakup by Product Type:

- Ultrasonic
- Nebulizers
- Evaporative
- Heat Diffuser

#### Breakup by Distribution Channel:

- Specialty Stores
- Supermarkets and Hypermarkets
- Convenience Stores
- Online Stores
- Others

#### Breakup by Application:

- Spa and Relaxation
- Residential
- Commercial

#### Breakup by Region:

- North America

United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being doTERRA, Edens Garden, Hubmar Inc., Neal's Yard (Natural Remedies) Limited, NOW Foods, Nu Skin Enterprises, Organic Aromas, Pilgrim Collection, Puzhen Life Co. Ltd., Ryohin Keikaku Co. Ltd., vitruvi, Young Living Essential Oils LC and ZAQ.

#### Key Questions Answered in This Report

1. What was the size of the global aromatherapy diffuser market in 2022?
2. What is the expected growth rate of the global aromatherapy diffuser market during 2023-2028?
3. What are the key factors driving the global aromatherapy diffuser market?
4. What has been the impact of COVID-19 on the global aromatherapy diffuser market?
5. What is the breakup of the global aromatherapy diffuser market based on the product

type?

6. What is the breakup of the global aromatherapy diffuser market based on the distribution channel?
7. What is the breakup of the global aromatherapy diffuser market based on the application?
8. What are the key regions in the global aromatherapy diffuser market?
9. Who are the key players/companies in the global aromatherapy diffuser market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL AROMATHERAPY DIFFUSER MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY PRODUCT TYPE**

- 6.1 Ultrasonic
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Nebulizers
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Evaporative

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Heat Diffuser
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast

## **7 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

- 7.1 Specialty Stores
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Supermarkets and Hypermarkets
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Convenience Stores
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Online Stores
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast
- 7.5 Others
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast

## **8 MARKET BREAKUP BY APPLICATION**

- 8.1 Spa and Relaxation
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Residential
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast
- 8.3 Commercial
  - 8.3.1 Market Trends
  - 8.3.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

- 9.1 North America

- 9.1.1 United States
  - 9.1.1.1 Market Trends
  - 9.1.1.2 Market Forecast
- 9.1.2 Canada
  - 9.1.2.1 Market Trends
  - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
  - 9.2.1 China
    - 9.2.1.1 Market Trends
    - 9.2.1.2 Market Forecast
  - 9.2.2 Japan
    - 9.2.2.1 Market Trends
    - 9.2.2.2 Market Forecast
  - 9.2.3 India
    - 9.2.3.1 Market Trends
    - 9.2.3.2 Market Forecast
  - 9.2.4 South Korea
    - 9.2.4.1 Market Trends
    - 9.2.4.2 Market Forecast
  - 9.2.5 Australia
    - 9.2.5.1 Market Trends
    - 9.2.5.2 Market Forecast
  - 9.2.6 Indonesia
    - 9.2.6.1 Market Trends
    - 9.2.6.2 Market Forecast
  - 9.2.7 Others
    - 9.2.7.1 Market Trends
    - 9.2.7.2 Market Forecast
- 9.3 Europe
  - 9.3.1 Germany
    - 9.3.1.1 Market Trends
    - 9.3.1.2 Market Forecast
  - 9.3.2 France
    - 9.3.2.1 Market Trends
    - 9.3.2.2 Market Forecast
  - 9.3.3 United Kingdom
    - 9.3.3.1 Market Trends
    - 9.3.3.2 Market Forecast
  - 9.3.4 Italy

- 9.3.4.1 Market Trends
- 9.3.4.2 Market Forecast
- 9.3.5 Spain
  - 9.3.5.1 Market Trends
  - 9.3.5.2 Market Forecast
- 9.3.6 Russia
  - 9.3.6.1 Market Trends
  - 9.3.6.2 Market Forecast
- 9.3.7 Others
  - 9.3.7.1 Market Trends
  - 9.3.7.2 Market Forecast
- 9.4 Latin America
  - 9.4.1 Brazil
    - 9.4.1.1 Market Trends
    - 9.4.1.2 Market Forecast
  - 9.4.2 Mexico
    - 9.4.2.1 Market Trends
    - 9.4.2.2 Market Forecast
  - 9.4.3 Others
    - 9.4.3.1 Market Trends
    - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
  - 9.5.1 Market Trends
  - 9.5.2 Market Breakup by Country
  - 9.5.3 Market Forecast

## **10 SWOT ANALYSIS**

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

## **11 VALUE CHAIN ANALYSIS**

## **12 PORTERS FIVE FORCES ANALYSIS**

- 12.1 Overview



- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

## **13 PRICE ANALYSIS**

## **14 COMPETITIVE LANDSCAPE**

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
  - 14.3.1 doTERRA
    - 14.3.1.1 Company Overview
    - 14.3.1.2 Product Portfolio
  - 14.3.2 Edens Garden
    - 14.3.2.1 Company Overview
    - 14.3.2.2 Product Portfolio
  - 14.3.3 Hubmar Inc.
    - 14.3.3.1 Company Overview
    - 14.3.3.2 Product Portfolio
  - 14.3.4 Neal's Yard (Natural Remedies) Limited
    - 14.3.4.1 Company Overview
    - 14.3.4.2 Product Portfolio
  - 14.3.5 NOW Foods
    - 14.3.5.1 Company Overview
    - 14.3.5.2 Product Portfolio
  - 14.3.6 Nu Skin Enterprises
    - 14.3.6.1 Company Overview
    - 14.3.6.2 Product Portfolio
    - 14.3.6.3 Financials
    - 14.3.6.4 SWOT Analysis
  - 14.3.7 Organic Aromas
    - 14.3.7.1 Company Overview
    - 14.3.7.2 Product Portfolio
  - 14.3.8 Pilgrim Collection
    - 14.3.8.1 Company Overview
    - 14.3.8.2 Product Portfolio

- 14.3.9 Puzhen Life Co. Ltd.
  - 14.3.9.1 Company Overview
  - 14.3.9.2 Product Portfolio
- 14.3.10 Ryohin Keikaku Co. Ltd.
  - 14.3.10.1 Company Overview
  - 14.3.10.2 Product Portfolio
  - 14.3.10.3 Financials
- 14.3.11 vitruvi
  - 14.3.11.1 Company Overview
  - 14.3.11.2 Product Portfolio
- 14.3.12 Young Living Essential Oils LC
  - 14.3.12.1 Company Overview
  - 14.3.12.2 Product Portfolio
- 14.3.13 ZAQ
  - 14.3.13.1 Company Overview
  - 14.3.13.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Aromatherapy Diffuser Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Aromatherapy Diffuser Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 3: Global: Aromatherapy Diffuser Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: Global: Aromatherapy Diffuser Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 5: Global: Aromatherapy Diffuser Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Aromatherapy Diffuser Market: Competitive Structure

Table 7: Global: Aromatherapy Diffuser Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Aromatherapy Diffuser Market: Major Drivers and Challenges

Figure 2: Global: Aromatherapy Diffuser Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Aromatherapy Diffuser Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Aromatherapy Diffuser Market: Breakup by Product Type (in %), 2022

Figure 5: Global: Aromatherapy Diffuser Market: Breakup by Distribution Channel (in %), 2022

Figure 6: Global: Aromatherapy Diffuser Market: Breakup by Application (in %), 2022

Figure 7: Global: Aromatherapy Diffuser Market: Breakup by Region (in %), 2022

Figure 8: Global: Aromatherapy Diffuser (Ultrasonic) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Aromatherapy Diffuser (Ultrasonic) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Aromatherapy Diffuser (Nebulizers) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Aromatherapy Diffuser (Nebulizers) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Aromatherapy Diffuser (Evaporative) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Aromatherapy Diffuser (Evaporative) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Aromatherapy Diffuser (Heat Diffuser) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Aromatherapy Diffuser (Heat Diffuser) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Aromatherapy Diffuser (Specialty Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Aromatherapy Diffuser (Specialty Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Aromatherapy Diffuser (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Aromatherapy Diffuser (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Aromatherapy Diffuser (Convenience Stores) Market: Sales Value (in

Million US\$), 2017 & 2022

Figure 21: Global: Aromatherapy Diffuser (Convenience Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Aromatherapy Diffuser (Online Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Aromatherapy Diffuser (Online Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Aromatherapy Diffuser (Other Distribution Channels) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Aromatherapy Diffuser (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Aromatherapy Diffuser (Spa and Relaxation) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Aromatherapy Diffuser (Spa and Relaxation) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: Aromatherapy Diffuser (Residential) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: Aromatherapy Diffuser (Residential) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: Aromatherapy Diffuser (Commercial) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: Aromatherapy Diffuser (Commercial) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: North America: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: North America: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: United States: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: United States: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: Canada: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Canada: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Asia-Pacific: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Asia-Pacific: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: China: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: China: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Japan: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Japan: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: India: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: India: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: South Korea: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: South Korea: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Australia: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Australia: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: Indonesia: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: Indonesia: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Others: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Others: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: Europe: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Europe: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Germany: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Germany: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: France: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: France: Aromatherapy Diffuser Market Forecast: Sales Value (in Million

US\$), 2023-2028

Figure 60: United Kingdom: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: United Kingdom: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: Italy: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Italy: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Spain: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Spain: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Russia: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Russia: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Others: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Others: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Latin America: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Latin America: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Brazil: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: Brazil: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 74: Mexico: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 75: Mexico: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 76: Others: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 77: Others: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 78: Middle East and Africa: Aromatherapy Diffuser Market: Sales Value (in Million US\$), 2017 & 2022

Figure 79: Middle East and Africa: Aromatherapy Diffuser Market: Breakup by Country (in %), 2022

Figure 80: Middle East and Africa: Aromatherapy Diffuser Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 81: Global: Aromatherapy Diffuser Industry: SWOT Analysis

Figure 82: Global: Aromatherapy Diffuser Industry: Value Chain Analysis

Figure 83: Global: Aromatherapy Diffuser Industry: Porter's Five Forces Analysis



## I would like to order

Product name: Aromatherapy Diffuser Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/A61DCD07BFB3EN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A61DCD07BFB3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

