

# **Aromatherapy Diffuser Market Report by Product Type (Ultrasonic, Nebulizers, Evaporative, Heat Diffuser), Distribution Channel (Specialty Stores, Supermarkets and Hypermarkets, Convenience Stores, Online Stores, and Others), Application (Spa and Relaxation, Residential, Commercial), and Region 2024-2032**

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## **Abstracts**

The global aromatherapy diffuser market size reached US\$ 2.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3.6 Billion by 2032, exhibiting a growth rate (CAGR) of 6.1% during 2024-2032.

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 2024-2032. 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 2023?

2. What is the expected growth rate of the global aromatherapy diffuser market during 2024-2032?
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?

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