

Global Clove Essential Oil Market - Strategic Insights and Forecasts (2026-2031)

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Abstracts

The Global Clove Essential Oil Market, valued at USD 0.35 billion in 2026, is anticipated to expand at a CAGR of 8.7%, reaching USD 0.53 billion by 2031.

The global clove essential oil market is positioned for robust growth, supported by increasing consumer preference for natural, plant-based ingredients across health, wellness, and personal care industries. The market is benefiting from macro trends such as rising awareness of preventive healthcare, expanding aromatherapy adoption, and growing demand for organic cosmetic formulations. The integration of essential oils into mainstream consumer products is strengthening the market's strategic relevance. In addition, the expansion of e-commerce platforms and direct-to-consumer distribution is improving product accessibility, further supporting global demand growth.

Market Drivers

A key driver of the clove essential oil market is the rising awareness of its therapeutic properties. Clove oil is widely recognized for its antimicrobial, anti-inflammatory, and analgesic benefits, making it increasingly popular in healthcare, dentistry, and personal care applications. This has resulted in higher adoption across both traditional and modern medicinal practices.

The rapid growth of the aromatherapy industry is another significant growth factor. Clove essential oil is widely used for stress relief and relaxation due to its soothing aroma. As consumer focus on mental well-being increases, aromatherapy products are gaining traction, directly supporting demand for clove oil.

Additionally, the shift toward natural and organic products is reinforcing market

expansion. Consumers are increasingly avoiding synthetic chemicals in cosmetics and wellness products. This trend is driving manufacturers to incorporate essential oils, including clove oil, into product formulations across skincare, haircare, and personal hygiene categories.

Market Restraints

The availability of substitute essential oils poses a major challenge to market growth. Oils such as lavender, peppermint, and eucalyptus offer similar therapeutic benefits and enjoy broader consumer awareness. This limits the market share expansion of clove essential oil in certain applications.

Raw material price volatility is another constraint. Clove production is geographically concentrated, particularly in Southeast Asia, making the supply chain vulnerable to climatic conditions and regional disruptions. This can lead to fluctuations in raw material costs and affect pricing stability for manufacturers.

Technology and Segment Insights

From a product perspective, blended clove essential oils dominate the market. Blending enhances the functional properties of clove oil and broadens its applicability across aromatherapy and cosmetic formulations. These blends often combine clove oil with other essential oils such as cinnamon or lavender to create specialized effects.

In terms of application, cosmetics and personal care represent the leading segment. The oil's aromatic and therapeutic properties make it suitable for skincare and wellness products. Pharmaceuticals and food and beverages also contribute to demand, supported by clove oil's medicinal and flavoring characteristics.

Regionally, Asia-Pacific holds the largest market share due to high clove production, particularly in Indonesia. The region also benefits from strong cultural integration of cloves in traditional medicine and culinary practices, supporting both supply and consumption.

Competitive and Strategic Outlook

The competitive landscape includes a mix of global and niche essential oil manufacturers focusing on product quality and natural sourcing. Companies are investing in organic certifications, sustainable sourcing, and advanced extraction

techniques to differentiate their offerings.

Strategic developments include mergers and acquisitions aimed at expanding product portfolios and strengthening market presence. Companies are also leveraging online retail channels and direct selling models to improve customer engagement and distribution efficiency.

Innovation in product formulations, including customized blends and wellness-focused solutions, is expected to remain a key competitive strategy. Partnerships with cosmetic and healthcare brands are further enabling market expansion.

Conclusion

The global clove essential oil market is set for steady expansion through 2031, driven by rising demand for natural health solutions and growing applications across industries. While competitive pressures and supply constraints persist, evolving consumer preferences and expanding distribution channels will continue to support long-term growth.

Key Benefits of this Report

Insightful Analysis: Gain detailed market insights across regions, customer segments, policies, socio-economic factors, consumer preferences, and industry verticals.

Competitive Landscape: Understand strategic moves by key players to identify optimal market entry approaches.

Market Drivers and Future Trends: Assess major growth forces and emerging developments shaping the market.

Actionable Recommendations: Support strategic decisions to unlock new revenue streams.

Caters to a Wide Audience: Suitable for startups, research institutions, consultants, SMEs, and large enterprises.

What Businesses Use Our Reports For

Industry and market insights, opportunity assessment, product demand forecasting, market entry strategy, geographical expansion, capital investment decisions, regulatory analysis, new product development, and competitive intelligence.

Report Coverage

Historical data from 2021 to 2025 and forecast data from 2026 to 2031

Growth opportunities, challenges, supply chain outlook, regulatory framework, and trend analysis

Competitive positioning, strategies, and market share evaluation

Revenue growth and forecast assessment across segments and regions

Company profiling including strategies, products, financials, and key developments

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Market Definition
- 1.3. Scope of the Study
- 1.4. Market Segmentation
- 1.5. Currency
- 1.6. Assumptions
- 1.7. Base and Forecast Years Timeline
- 1.8. Key Benefits for the Stakeholders

2. RESEARCH METHODOLOGY

- 2.1. Research Design
- 2.2. Research Process

3. EXECUTIVE SUMMARY

- 3.1. Key Findings
- 3.2. Analyst View

4. MARKET DYNAMICS

- 4.1. Market Drivers
- 4.2. Market Restraints
- 4.3. Porter's Five Forces Analysis
 - 4.3.1. Bargaining Power of Supplier
 - 4.3.2. Bargaining Power of Buyers
 - 4.3.3. The Threat of New Entrants
 - 4.3.4. Threat of Substitutes
 - 4.3.5. Competitive Rivalry in the Industry
- 4.4. Industry Value Chain Analysis

5. GLOBAL CLOVE ESSENTIAL OIL MARKET BY PRODUCT TYPE

- 5.1. Introduction
- 5.2. Absolute

5.3. Blends

5.4. Others

6. GLOBAL CLOVE ESSENTIAL OIL MARKET BY APPLICATION

6.1. Introduction

6.2. Cosmetics and Personal Care

6.3. Pharmaceuticals

6.4. Food and Beverages

6.5. Others

7. GLOBAL CLOVE ESSENTIAL OIL MARKET BY DISTRIBUTION CHANNEL

7.1. Introduction

7.2. Offline

7.3. Online

8. GLOBAL CLOVE ESSENTIAL OIL MARKET BY GEOGRAPHY

8.1. Introduction

8.2. North America

8.2.1. United States

8.2.2. Canada

8.2.3. Mexico

8.3. South America

8.3.1. Brazil

8.3.2. Argentina

8.3.3. Others

8.4. Europe

8.4.1. UK

8.4.2. Germany

8.4.3. France

8.4.4. Italy

8.4.5. Others

8.5. Middle East and Africa

8.5.1. Saudi Arabia

8.5.2. Israel

8.5.3. Others

8.6. Asia Pacific

- 8.6.1. Japan
- 8.6.2. China
- 8.6.3. India
- 8.6.4. South Korea
- 8.6.5. Indonesia
- 8.6.6. Thailand
- 8.6.7. Others

9. COMPETITIVE ENVIRONMENT AND ANALYSIS

- 9.1. Major Players and Strategy Analysis
- 9.2. Market Share Analysis
- 9.3. Mergers, Acquisitions, Agreements, and Collaborations
- 9.4. Competitive Dashboard

10. COMPANY PROFILES

- 10.1. Young Living Essential Oils
- 10.2. DoTERRA
- 10.3. Lebermuth Inc.
- 10.4. Citrus and Allied Essences Ltd
- 10.5. Cedarome
- 10.6. Rocky Mountain Oils LLC
- 10.7. Frontier Co-op
- 10.8. Mountain Rose Herbs
- 10.9. Plant Therapy Essential Oils
- 10.10. Falcon
- 10.11. Eden Gardens
- 10.12. Now Foods
- 10.13. Ultra International B.V.
- 10.14. Botanic Healthcare
- 10.15. Aethon International LLP

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