

# **Asia Pacific Wintergreen Oil Market Forecast to 2031 - Regional Analysis - by Type (Organic and Conventional), End Use (Pharmaceuticals, Food and Beverages, Personal Care and Cosmetics, Aromatherapy, and Others), and Distribution Channel (Wholesalers, Supermarkets and Hypermarkets, Pharmacies and Drugstores, and Online Retail)**

<https://marketpublishers.com/r/A37ED0086363EN.html>

Date: March 2025

Pages: 111

Price: US\$ 3,450.00 (Single User License)

ID: A37ED0086363EN

## **Abstracts**

The Asia Pacific wintergreen oil market was valued at US\$ 13.91 million in 2023 and is expected to reach US\$ 21.67 million by 2031; it is estimated to register a CAGR of 5.7% from 2023 to 2031.

### **Consumer Preference for Personal Care Products and Cosmetics with Natural Ingredients Boosts Asia Pacific Wintergreen Oil Market**

With increasing disposable incomes, consumers are willing to spend more on skincare products that make their skin appear healthy and radiant. People also spend extensively on personal care products as they become conscious about their appearance in social environments. A subsequent surge in the amounts spent on beauty products benefits the personal care and cosmetic industries across the world. Further, the rising influence of celebrities and social media on people's lifestyles, coupled with the increasing reach of the Internet, drives this industry.

With evolving preferences resulting in the inclination toward natural and chemical-free products, consumers these days are paying more attention to product labels. Natural ingredients are deemed to be safer and better for skincare routines than their conventional counterparts. Wintergreen oil is considered as a natural ingredient in

cosmetic and personal care products. Thus, consumer demand and international regulations have prompted various businesses offering these products to procure active ingredients from natural sources to produce safe and sustainable products. Wintergreen oil is frequently incorporated into moisturizer and haircare product compositions as it is claimed to improve complexion and minimize the appearance of irritated skin disorders caused by dandruff, acne, etc. It is also used in skin care ointments and balms, owing to its potential to tighten and lift the skin for a firmer, more youthful appearance. In hair care products, its astringent effect strengthens the hair strands to prevent hair loss.

### Asia Pacific Wintergreen Oil Market Overview

The wintergreen oil market in Asia Pacific is experiencing significant growth with the increasing consumer preference for natural and holistic health products. With people becoming aware of the benefits of essential oils, there is a significant shift toward using essential oil for various applications. Wintergreen oil, known for its anti-inflammatory and pain-relieving properties, is becoming popular in the production of products meant for treating conditions such as arthritis, muscle pain, and headaches. The shift toward natural remedies is bolstered by a growing middle class with rising disposable incomes.

The cosmetics and personal care industry is flourishing in Asia Pacific. Wintergreen oil is incorporated as a valuable ingredient in many skincare and haircare products. The burgeoning demand for organic and chemical-free beauty products has led manufacturers to incorporate natural oils such as wintergreen oils into formulations. Additionally, the expansion of e-commerce platforms has made it easier for consumers to access these specialized products. The increasing demand for natural extracts of spices and herbs coupled with the growing influence of clean label products, consumers seeking botanical ingredients in food and beverages, and the increasing awareness of the benefits of a vegan diet and naturally derived ingredients are the other factors benefitting the wintergreen oil market in Asia Pacific.

### Asia Pacific Wintergreen Oil Market Revenue and Forecast to 2031 (US\$ Million)

#### Asia Pacific Wintergreen Oil Market Segmentation

The Asia Pacific wintergreen oil market is categorized into type, end use, distribution channel, and country.

Based on type, the Asia Pacific wintergreen oil market is bifurcated into organic and

conventional. The conventional segment held a larger Asia Pacific wintergreen oil market share in 2023.

In terms of end use, the Asia Pacific wintergreen oil market is segmented into pharmaceuticals, food and beverages, personal care and cosmetics, aromatherapy, and others. The aromatherapy segment held the largest Asia Pacific wintergreen oil market share in 2023.

By distribution channel, the Asia Pacific wintergreen oil market is divided into wholesalers, supermarkets and hypermarkets, pharmacies and drugstores, and online retail. The wholesalers segment held the largest Asia Pacific wintergreen oil market share in 2023.

By country, the Asia Pacific wintergreen oil market is segmented into Australia, China, Japan, India, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific wintergreen oil market share in 2023.

NOW Health Group Inc, Edens Garden Essentials Corp, doTERRA International LLC, Florihana Distilleries, Young Living Essential Oils LC, Naturalis, and Last Forest Enterprises Pvt Ltd are some of the leading companies operating in the Asia Pacific wintergreen oil market.

#### Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Asia Pacific wintergreen oil market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the Asia Pacific wintergreen oil market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Asia Pacific market trends and outlook coupled with the factors driving the Asia Pacific wintergreen oil market, as well as those hindering

it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

#### The List of Companies - Asia Pacific Wintergreen Oil Market

NOW Health Group Inc

Edens Garden Essentials Corp

doTERRA International LLC

Florihana Distilleries

Young Living Essential Oils LC

Naturalis

Last Forest Enterprises Pvt Ltd

## Contents

### **1. INTRODUCTION**

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Secondary Research
- 3.2 Primary Research
  - 3.2.1 Hypothesis formulation:
  - 3.2.2 Macro-economic factor analysis:
  - 3.2.3 Developing base number:
  - 3.2.4 Data Triangulation:
  - 3.2.5 Country level data:

### **4. ASIA PACIFIC WINTERGREEN OIL MARKET LANDSCAPE**

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Buyers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Intensity of Competitive Rivalry
  - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
  - 4.3.1 Raw Materials Suppliers:
  - 4.3.2 Manufacturers:
  - 4.3.3 Wholesalers/Distributors/Suppliers:
  - 4.3.4 End Users:
- 4.4 List of Vendors in the Value Chain

### **5. ASIA PACIFIC WINTERGREEN OIL MARKET – KEY MARKET DYNAMICS**

## 5.1 Market Drivers

5.1.1 Health Benefits and Functional Properties Associated with Wintergreen Oil

5.1.2 Rising Adoption of Aromatherapy Among Population

## 5.2 Market Restraints

5.2.1 Availability of Alternatives

## 5.3 Market Opportunities

5.3.1 Consumer Preference for Personal Care Products and Cosmetics with Natural Ingredients

## 5.4 Future Trends

5.4.1 Inclination Toward Organic Products

## 5.5 Impact of Drivers and Restraints:

# 6. WINTERGREEN OIL MARKET – ASIA PACIFIC MARKET ANALYSIS

6.1 Asia Pacific Wintergreen Oil Market Revenue (US\$ Thousand), 2021–2031

6.2 Asia Pacific Wintergreen Oil Market Forecast Analysis

# 7. ASIA PACIFIC WINTERGREEN OIL MARKET ANALYSIS – BY TYPE

## 7.1 Organic

7.1.1 Overview

7.1.2 Organic: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

## 7.2 Conventional

7.2.1 Overview

7.2.2 Conventional: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

# 8. ASIA PACIFIC WINTERGREEN OIL MARKET ANALYSIS – BY END USE

## 8.1 Pharmaceuticals

8.1.1 Overview

8.1.2 Pharmaceuticals: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

## 8.2 Food and Beverages

8.2.1 Overview

8.2.2 Food and Beverages: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

### 8.3 Personal Care and Cosmetics

#### 8.3.1 Overview

8.3.2 Personal Care and Cosmetics: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

### 8.4 Aromatherapy

#### 8.4.1 Overview

8.4.2 Aromatherapy: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

### 8.5 Others

#### 8.5.1 Overview

8.5.2 Others: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

## **9. ASIA PACIFIC WINTERGREEN OIL MARKET ANALYSIS – BY DISTRIBUTION CHANNEL**

### 9.1 Wholesalers

#### 9.1.1 Overview

9.1.2 Wholesalers: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

### 9.2 Supermarkets and Hypermarkets

#### 9.2.1 Overview

9.2.2 Supermarkets and Hypermarkets: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

### 9.3 Pharmacies and Drugstores

#### 9.3.1 Overview

9.3.2 Pharmacies and Drugstores: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

### 9.4 Online Retail

#### 9.4.1 Overview

9.4.2 Online Retail: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

## **10. ASIA PACIFIC WINTERGREEN OIL MARKET – COUNTRY ANALYSIS**

### 10.1 Asia Pacific

10.1.1 Asia Pacific: Wintergreen Oil Market Breakdown, by Key Countries, 2023 and 2031 (%)

10.1.1.1 Asia Pacific: Wintergreen Oil Market – Revenue and Forecast Analysis – by

## Country

- 10.1.1.2 Australia: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)
  - 10.1.1.2.1 Australia: Wintergreen Oil Market Breakdown, by Type
  - 10.1.1.2.2 Australia: Wintergreen Oil Market Breakdown, by End Use
  - 10.1.1.2.3 Australia: Wintergreen Oil Market Breakdown, by Distribution Channel
- 10.1.1.3 China: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)
  - 10.1.1.3.1 China: Wintergreen Oil Market Breakdown, by Type
  - 10.1.1.3.2 China: Wintergreen Oil Market Breakdown, by End Use
  - 10.1.1.3.3 China: Wintergreen Oil Market Breakdown, by Distribution Channel
- 10.1.1.4 India: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)
  - 10.1.1.4.1 India: Wintergreen Oil Market Breakdown, by Type
  - 10.1.1.4.2 India: Wintergreen Oil Market Breakdown, by End Use
  - 10.1.1.4.3 India: Wintergreen Oil Market Breakdown, by Distribution Channel
- 10.1.1.5 Japan: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)
  - 10.1.1.5.1 Japan: Wintergreen Oil Market Breakdown, by Type
  - 10.1.1.5.2 Japan: Wintergreen Oil Market Breakdown, by End Use
  - 10.1.1.5.3 Japan: Wintergreen Oil Market Breakdown, by Distribution Channel
- 10.1.1.6 South Korea: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)
  - 10.1.1.6.1 South Korea: Wintergreen Oil Market Breakdown, by Type
  - 10.1.1.6.2 South Korea: Wintergreen Oil Market Breakdown, by End Use
  - 10.1.1.6.3 South Korea: Wintergreen Oil Market Breakdown, by Distribution Channel
- 10.1.1.7 Rest of Asia pacific: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)
  - 10.1.1.7.1 Rest of Asia pacific: Wintergreen Oil Market Breakdown, by Type
  - 10.1.1.7.2 Rest of Asia pacific: Wintergreen Oil Market Breakdown, by End Use
  - 10.1.1.7.3 Rest of Asia pacific: Wintergreen Oil Market Breakdown, by Distribution Channel

## 11. COMPETITIVE LANDSCAPE

- 11.1 Heat Map Analysis by Key Players
- 11.2 Company Positioning & Concentration

## 12. COMPANY PROFILES



## 12.1 NOW Health Group Inc

### 12.1.1 Key Facts

### 12.1.2 Business Description

### 12.1.3 Products and Services

### 12.1.4 Financial Overview

### 12.1.5 SWOT Analysis

### 12.1.6 Key Developments

## 12.2 Edens Garden Essentials Corp

### 12.2.1 Key Facts

### 12.2.2 Business Description

### 12.2.3 Products and Services

### 12.2.4 Financial Overview

### 12.2.5 SWOT Analysis

### 12.2.6 Key Developments

## 12.3 doTERRA International LLC

### 12.3.1 Key Facts

### 12.3.2 Business Description

### 12.3.3 Products and Services

### 12.3.4 Financial Overview

### 12.3.5 SWOT Analysis

### 12.3.6 Key Developments

## 12.4 Florihana Distilleries

### 12.4.1 Key Facts

### 12.4.2 Business Description

### 12.4.3 Products and Services

### 12.4.4 Financial Overview

### 12.4.5 SWOT Analysis

### 12.4.6 Key Developments

## 12.5 Young Living Essential Oils LC

### 12.5.1 Key Facts

### 12.5.2 Business Description

### 12.5.3 Products and Services

### 12.5.4 Financial Overview

### 12.5.5 SWOT Analysis

### 12.5.6 Key Developments

## 12.6 Naturalis

### 12.6.1 Key Facts

### 12.6.2 Business Description

12.6.3 Products and Services

12.6.4 Financial Overview

12.6.5 SWOT Analysis

12.6.6 Key Developments

12.7 Last Forest Enterprises Pvt Ltd

12.7.1 Key Facts

12.7.2 Business Description

12.7.3 Products and Services

12.7.4 Financial Overview

12.7.5 SWOT Analysis

12.7.6 Key Developments

## **13. APPENDIX**

13.1 About The Insight Partners

## List Of Tables

### LIST OF TABLES

Table 1. Asia Pacific Wintergreen Oil Market Segmentation

Table 2. List of Vendors

Table 3. Asia Pacific Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

Table 4. Asia Pacific Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand) – by Type

Table 5. Asia Pacific Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand) – by End Use

Table 6. Asia Pacific Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand) – by Distribution Channel

Table 7. Asia Pacific: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by Country

Table 8. Australia: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by Type

Table 9. Australia: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by End Use

Table 10. Australia: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by Distribution Channel

Table 11. China: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by Type

Table 12. China: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by End Use

Table 13. China: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by Distribution Channel

Table 14. India: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by Type

Table 15. India: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by End Use

Table 16. India: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by Distribution Channel

Table 17. Japan: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by Type

Table 18. Japan: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by End Use

Table 19. Japan: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$

Thousand) – by Distribution Channel

Table 20. South Korea: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by Type

Table 21. South Korea: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by End Use

Table 22. South Korea: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by Distribution Channel

Table 23. Rest of Asia pacific: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by Type

Table 24. Rest of Asia pacific: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by End Use

Table 25. Rest of Asia pacific: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand) – by Distribution Channel

Table 26. Heat Map Analysis by Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1. Asia Pacific Wintergreen Oil Market Segmentation, by Country

Figure 2. Porter's Five Forces Analysis

Figure 3. Ecosystem: Asia Pacific Wintergreen Oil Market

Figure 4. Asia Pacific Wintergreen Oil Market – Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. Asia Pacific Wintergreen Oil Market Revenue (US\$ Thousand), 2021–2031

Figure 7. Asia Pacific Wintergreen Oil Market Share (%) – by Type (2023 and 2031)

Figure 8. Organic: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

Figure 9. Conventional: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

Figure 10. Asia Pacific Wintergreen Oil Market Share (%) – by End Use (2023 and 2031)

Figure 11. Pharmaceuticals: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

Figure 12. Food and Beverages: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

Figure 13. Personal Care and Cosmetics: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

Figure 14. Aromatherapy: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

Figure 15. Others: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

Figure 16. Asia Pacific Wintergreen Oil Market Share (%) – by Distribution Channel (2023 and 2031)

Figure 17. Wholesalers: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

Figure 18. Supermarkets and Hypermarkets: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

Figure 19. Pharmacies and Drugstores: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

Figure 20. Online Retail: Wintergreen Oil Market – Revenue and Forecast to 2031 (US\$ Thousand)

Figure 21. Asia Pacific: Wintergreen Oil Market Revenue, by Key Countries, (2023) (US\$ Th)

Figure 22. Asia Pacific: Wintergreen Oil Market Breakdown, by Key Countries, 2023 and 2031 (%)

Figure 23. Australia: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand)

Figure 24. China: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand)

Figure 25. India: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand)

Figure 26. Japan: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand)

Figure 27. South Korea: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand)

Figure 28. Rest of Asia pacific: Wintergreen Oil Market – Revenue and Forecast to 2031(US\$ Thousand)

Figure 29. Company Positioning & Concentration

## I would like to order

Product name: Asia Pacific Wintergreen Oil Market Forecast to 2031 - Regional Analysis - by Type (Organic and Conventional), End Use (Pharmaceuticals, Food and Beverages, Personal Care and Cosmetics, Aromatherapy, and Others), and Distribution Channel (Wholesalers, Supermarkets and Hypermarkets, Pharmacies and Drugstores, and Online Retail)

Product link: <https://marketpublishers.com/r/A37ED0086363EN.html>

Price: US\$ 3,450.00 (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/A37ED0086363EN.html>