

Europe 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)

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Abstracts

The Europe wintergreen oil market was valued at US\$ 19.37 million in 2023 and is expected to reach US\$ 29.49 million by 2031; it is estimated to register a CAGR of 5.4% from 2023 to 2031.

Rising Adoption of Aromatherapy Among Population Drives Europe Wintergreen Oil Market

The wellness industry encourages individuals to exercise self-care as it encompasses mental, physical, spiritual, and emotional well-being, which are perceived as key aspects of health. Teenagers and young working professionals, in particular, find it difficult to handle stress, which severely influences their overall health. As a result, there has been an increasing emphasis on mental health in recent years. Consumers in developing regions have started adopting aromatherapy to overcome such issues.

Aromatherapy is emerging as an excellent way of practicing self-care. Promotion campaigns and direct selling initiatives (via social media) by vendors contribute significantly to the awareness and popularity of aromatherapy across the world. These therapies involve using wintergreen oil and various other essential oils, which trigger profound emotional responses in the brain. Wintergreen oil emits a minty, sweet, and

somewhat warming woody aroma that is known to stimulate the mood, making it ideal for boosting body's function. Its ability to deodorize indoor environments can help elevate mood, relieve mental stress, and boost concentration, thereby inculcating a greater sense of emotional balance in people. Moreover, wintergreen oil also used for muscle pain relief. The busy lifestyle of consumers across the globe is causing muscle related issues. This is a major factor driving the demand of wintergreen oil in aromatherapy. Thus, the surging adoption of aromatherapy bolsters the wintergreen oil market.

Europe Wintergreen Oil Market Overview

The wintergreen oil market in Europe is witnessing notable growth owing to rising demand from industries such as pharmaceutical, food & beverages, aromatherapy, and personal care & cosmetics. As consumers become increasingly cautious about the potential side effects associated with synthetic chemicals, there is a notable shift toward natural remedies and holistic wellness practices. Wintergreen oil, known for its potent analgesic and anti-inflammatory properties, fits well into this trend. Its efficacy in providing relief from muscle pain, joint discomfort, and respiratory issues makes it a valuable addition to personal care and therapeutic products. In addition to health and wellness applications, wintergreen oil is gaining popularity in aromatherapy, which has gained substantial popularity in Europe.

According to Annual Report 2022 by the European Federation of Pharmaceutical Industries and Associations', the value of production for the research-based European pharmaceutical industry rose from US\$ 118.06 billion in 2000 to US\$ 402.05 billion in 2022. With its focus on meeting the surging consumer preference for natural therapeutic options with greater safety, pharmaceutical companies are incorporating wintergreen oil into topical pain relief products, balms, and ointments designed to treat conditions arthritis, muscle strains, and joint pain, among other ailments.

Europe Wintergreen Oil Market Revenue and Forecast to 2031 (US\$ Million)

Europe Wintergreen Oil Market Segmentation

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

Based on type, the Europe wintergreen oil market is bifurcated into organic and conventional. The conventional segment held a larger Europe wintergreen oil market

share in 2023.

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

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

By country, the Europe wintergreen oil market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. Germany dominated the Europe wintergreen oil market share in 2023.

NOW Health Group Inc, Edens Garden Essentials Corp, doTERRA International LLC, Florihana Distilleries, Bristol Botanicals Ltd, NHR Organic Oils Ltd, Young Living Essential Oils LC, and Axxence Aromatic GmbH are some of the leading companies operating in the Europe 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 Europe 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 Europe 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 Europe market trends and outlook coupled with the factors driving the Europe 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 - Europe Wintergreen Oil Market

NOW Health Group Inc

Edens Garden Essentials Corp

doTERRA International LLC

Florihana Distilleries

Bristol Botanicals Ltd

NHR Organic Oils Ltd

Young Living Essential Oils LC

Axxence Aromatic GmbH

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