

Middle East & Africa 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 Middle East & Africa wintergreen oil market was valued at US\$ 4.18 million in 2023 and is expected to reach US\$ 5.81 million by 2031; it is estimated to register a CAGR of 4.2% from 2023 to 2031.

Inclination Toward Organic Products Bolsters Middle East & Africa Wintergreen Oil Market

Health awareness trends, including clean-label and organic products, have gained significant traction in recent years. The increasing incidences of diabetes, obesity, hypertension, heart diseases, and skin disorders are driving consumer preference toward certified organic products. Organic products are perceived healthier than conventional ones as they are produced using raw materials grown by following well-regulated farming practices that avoid using pesticides and chemical fertilizers, genetically modified organisms (GMOs), antibiotics, and external growth hormone applications. The organic trend is not confined to food and beverages. The demand for organic haircare and skincare products such as shampoos, conditioners, and moisturizers is also on the rise. As a result, the use of organic wintergreen oil is emerging as a significant trend in the food & beverages, cosmetics, personal care products, and home care products industries. Wintergreen oil manufacturers are

focusing on acquiring organic certifications for their products to meet evolving consumer demands and gain a competitive edge in the market.

The preference for organic ingredients is not only limited to industrial applications, but the consumers using essential oils such as wintergreen oil for aromatherapy also prefer products with organic claim. To cater to the increasing demand Florihana Distillerie, Nature's Note Organics, NHR Organic Oils are key players offering organic wintergreen oil direct to consumers. Similarly, LEBERMUTH is one of the major companies that provide organic wintergreen oil for food and beverage application. Thus, inclination towards organic products is expected to create new trend in the Middle East & Africa wintergreen oil market.

Middle East & Africa Wintergreen Oil Market Overview

The wintergreen oil market is gradually gaining traction in the Middle East & Africa. Many countries in the Middle East have a tradition of using essential oils and natural products for both medicinal and cosmetic purposes. The historical and cultural significance of herbal remedies plays an instrumental role in the acceptance and demand for wintergreen oil. The demand for essential oils, including wintergreen oil, has spurred in this region with people taking much interest in natural and organic products. Known for its distinctive minty aroma and therapeutic properties, wintergreen oil is used in a variety of applications, ranging from aromatherapy and personal care to alternative medicine. As consumers become more health-conscious, there is a noticeable shift toward incorporating natural remedies into their daily routines.

In recent years, the Middle East & Africa has witnessed a shift in socioeconomic conditions owing to rapid economic progress and surging disposable incomes of people. Rapid urbanization, modern lifestyle, and rise in consumer spending capacity have changed the purchasing habits and consumption patterns of consumers. In line with this, the expanding wellness and spa industry in countries such as the UAE and Saudi Arabia has further fueled the demand for essential oils, including wintergreen oils.

Middle East & Africa Wintergreen Oil Market Revenue and Forecast to 2031 (US\$ Million)

Middle East & Africa Wintergreen Oil Market Segmentation

The Middle East & Africa wintergreen oil market is categorized into type, end use, distribution channel, and country.

Based on type, the Middle East & Africa wintergreen oil market is bifurcated into organic and conventional. The conventional segment held a larger Middle East & Africa wintergreen oil market share in 2023.

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

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

By country, the Middle East & Africa wintergreen oil market is segmented into Saudi Arabia, the UAE, South Africa, and the Rest of Middle East & Africa. The UAE dominated the Middle East & Africa wintergreen oil market share in 2023.

NOW Health Group Inc, Edens Garden Essentials Corp, doTERRA International LLC, and Young Living Essential Oils LC are some of the leading companies operating in the Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa market trends and outlook coupled with the factors driving the Middle East & Africa 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 - Middle East & Africa Wintergreen Oil Market

NOW Health Group Inc

Edens Garden Essentials Corp

doTERRA International LLC

Young Living Essential Oils LC

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