

North America 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 North America wintergreen oil market was valued at US\$ 17.43 million in 2023 and is expected to reach US\$ 25.67 million by 2031; it is estimated to register a CAGR of 5.0% from 2023 to 2031.

Health Benefits and Functional Properties Associated with Wintergreen Oil Fuel North America Wintergreen Oil Market

Wintergreen oil is significantly used in various industrial applications as well as households for its functional properties. Its unique, refreshing flavor and fragrance renders it suitable for usage in home care products, food and beverages, perfumes, and personal care products. Wintergreen oil is incorporated as a flavoring agent in oral care products such as toothpaste and Mouthwashes. In the food & beverages industries, it is used in candies, chocolates, and baked goods to spike them with a fresh, minty flavor. It is also added to a variety of culinary creations. Thus, the increasing consumption of baked goods and culinary products bolsters the demand for wintergreen oil in the food and beverages industry. Moreover, this oil is added to skincare and haircare formulations due to its ability to improve complexion, reduce dryness and scalp irritation, eliminate odor-causing bacteria, rejuvenate skin, and prevent hair loss. Its antioxidant properties also render it ideal in skincare and cosmetic product formulations.

Wintergreen oil is employed as a natural home deodorizer that can help mask foul smells. It is also used in-home care products to sanitize the air owing to its antimicrobial and antibacterial properties.

Wintergreen oil is often used to address hypertension and obesity, as its appetite-suppressing property is known to help manage cravings. Further, its application on body surfaces improves blood circulation, promotes the body's detoxification, enhances metabolic function and digestion, calms inflammation, and alleviates pain. It also soothes the symptoms of colds, psoriasis, infections, and flu. Wintergreen oil-based products are employed to relieve chronic nerve pain, headaches, premenstrual syndrome (PMS) symptoms, and arthritis because the oil naturally contains aspirin-equivalent substances as active constituents. Wintergreen oil is also used in massage sessions, as it revitalizes exhausted and tender muscles, helps decrease spasms, promotes cell breathing, and soothes headaches and discomfort associated with the lower back, nerves, joints, and ovaries. Thus, wide range of functional properties of wintergreen oil boosts its demand for various applications, driving the wintergreen oil market growth.

North America Wintergreen Oil Market Overview

The wintergreen oil market has been experiencing steady growth in North America, and the market growth in this region is ascribed to its increasing demand for various applications such as pharmaceuticals, personal care & cosmetics, food & beverages, and aromatherapy. Wintergreen oil, derived from the leaves of *Gaultheria procumbens* and *Gaultheria fragrantissima* varieties of wintergreen plants, is known for its characteristic minty aroma and a range of therapeutic properties. Its primary component—methyl salicylate—is widely recognized for its analgesic and anti-inflammatory effects, making wintergreen oil a popular choice in the production of various personal care, pharmaceutical, and aromatherapy products. Consumers in North American countries are increasingly seeking products free from harmful chemicals that align with holistic health practices. Thus, the surging awareness of the benefits of natural remedies over synthetic alternatives drives demand for wintergreen oil in applications such as topical pain relief, muscle relaxation, and respiratory health products, thereby propelling the wintergreen oil market expansion in the region.

Aromatherapy, characterized by the use of essential oils for therapeutic benefits, has gained widespread acceptance as a complementary and alternative medicine practice. According to the National Institutes of Health's (NIH) Center for Complementary and Integrative Health, American citizens spend over US\$ 30.2 billion annually on

aromatherapy. Global spending on aromatherapy is projected to rise to US\$ 5 trillion by 2050. Wintergreen oil is increasingly favored in aromatherapy for its distinctive minty scent coupled with analgesic, anti-inflammatory, and antispasmodic effects. Additionally, robust distribution networks and advanced retail infrastructure in North America facilitate the accessibility and availability of wintergreen oil products. The presence of key market players and continuous innovation in product offerings also play a significant role in the market growth. Companies are investing in research and development to enhance the efficiency and safety profiles of wintergreen oil-based products, catering to the evolving preferences of health-conscious consumers.

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

North America Wintergreen Oil Market Segmentation

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

Based on type, the North America wintergreen oil market is bifurcated into organic and conventional. The conventional segment held a larger North America wintergreen oil market share in 2023.

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

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

By country, the North America wintergreen oil market is segmented into the US, Canada, and Mexico. The US dominated the North America wintergreen oil market share in 2023.

NOW Health Group Inc, Edens Garden Essentials Corp, doTERRA International LLC, Silky Scents LLC, The Lebermuth Co, The Good Scents Co, Nature's Note Organics LLC, Young Living Essential Oils LC, and Plant Therapy LLC. are some of the leading companies operating in the North America 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 North America 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 North America 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 North America market trends and outlook coupled with the factors driving the North America 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 - North America Wintergreen Oil Market

NOW Health Group Inc

Edens Garden Essentials Corp

doTERRA International LLC

Silky Scents LLC

The Lebermuth Co

The Good Scents Co

Nature's Note Organics LLC

Young Living Essential Oils LC

Plant Therapy LLC

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. NORTH AMERICA 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. NORTH AMERICA 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 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 - NORTH AMERICA MARKET ANALYSIS

6.1 Overview

6.2 North America Wintergreen Oil Market Revenue (US\$ Thousand), 2021-2031

6.3 North America Wintergreen Oil Market Forecast Analysis

7. NORTH AMERICA 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. NORTH AMERICA 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. NORTH AMERICA 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. NORTH AMERICA WINTERGREEN OIL MARKET - COUNTRY ANALYSIS

10.1 North America Wintergreen Oil Market by Key Countries - Revenue (2023) (US\$ Thousand)

10.1.1 North America: Wintergreen Oil Market Breakdown, by Key Countries, 2023

and 2031 (%)

10.1.1.1 North America: Wintergreen Oil Market - Revenue and Forecast Analysis -
by Country

10.1.1.2 United States: Wintergreen Oil Market - Revenue and Forecast to 2031
(US\$ Thousand)

10.1.1.2.1 United States: Wintergreen Oil Market Breakdown, by Type

10.1.1.2.2 United States: Wintergreen Oil Market Breakdown, by End Use

10.1.1.2.3 United States: Wintergreen Oil Market Breakdown, by Distribution
Channel

10.1.1.3 Canada: Wintergreen Oil Market - Revenue and Forecast to 2031 (US\$
Thousand)

10.1.1.3.1 Canada: Wintergreen Oil Market Breakdown, by Type

10.1.1.3.2 Canada: Wintergreen Oil Market Breakdown, by End Use

10.1.1.3.3 Canada: Wintergreen Oil Market Breakdown, by Distribution Channel

10.1.1.4 Mexico: Wintergreen Oil Market - Revenue and Forecast to 2031 (US\$
Thousand)

10.1.1.4.1 Mexico: Wintergreen Oil Market Breakdown, by Type

10.1.1.4.2 Mexico: Wintergreen Oil Market Breakdown, by End Use

10.1.1.4.3 Mexico: 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 Silky Scents LLC
 - 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 The Lebermuth Co
 - 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 The Good Scents Co
 - 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 Nature's Note Organics LLC
 - 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
- 12.8 Young Living Essential Oils LC
 - 12.8.1 Key Facts

- 12.8.2 Business Description
- 12.8.3 Products and Services
- 12.8.4 Financial Overview
- 12.8.5 SWOT Analysis
- 12.8.6 Key Developments
- 12.9 Plant Therapy LLC
 - 12.9.1 Key Facts
 - 12.9.2 Business Description
 - 12.9.3 Products and Services
 - 12.9.4 Financial Overview
 - 12.9.5 SWOT Analysis
 - 12.9.6 Key Developments

13. APPENDIX

- 13.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. North America Wintergreen Oil Market Segmentation

Table 2. List of Vendors

Table 3. North America Wintergreen Oil Market - Revenue and Forecast to 2031 (US\$ Thousand)

Table 4. North America Wintergreen Oil Market - Revenue and Forecast to 2031 (US\$ Thousand) - by Type

Table 5. North America Wintergreen Oil Market - Revenue and Forecast to 2031 (US\$ Thousand) - by End Use

Table 6. North America Wintergreen Oil Market - Revenue and Forecast to 2031 (US\$ Thousand) - by Distribution Channel

Table 7. North America: Wintergreen Oil Market - Revenue and Forecast to 2031(US\$ Thousand) - by Country

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

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

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

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

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

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

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

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

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

Table 17. Heat Map Analysis by Key Players

List Of Figures

LIST OF FIGURES

Figure 1. North America Wintergreen Oil Market Segmentation, by Country

Figure 2. Porter's Five Forces Analysis

Figure 3. Ecosystem: North America Wintergreen Oil Market

Figure 4. North America Wintergreen Oil Market - Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. North America Wintergreen Oil Market Revenue (US\$ Thousand), 2021-2031

Figure 7. North America 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. North America 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. North America 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. North America Wintergreen Oil Market by Key Countries - Revenue (2023) (US\$ Thousand)

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

Figure 23. United States: Wintergreen Oil Market - Revenue and Forecast to 2031(US\$ Thousand)

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

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

Figure 26. Company Positioning & Concentration

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