

# Sage Essential Oil Market: Current Analysis and Forecast (2025-2033)

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## Abstracts

The global sage essential oil market was valued at USD 7,501.14 million in 2024 and is expected to grow at a steady CAGR of around 5.73% during the forecast period (2025-2033F), driven by increasing consumer interest in herbal remedies, expansion of e-commerce distribution channels, rising disposable incomes, product innovation by manufacturers, and growing preference for sustainable and plant-based ingredients.

### Sage Essential Oil Market Analysis

The sage essential oil market is experiencing steady growth driven by rising demand for natural and plant-based ingredients across personal care, aromatherapy, and wellness applications. Also, rising consumer awareness of clean-label products and chemical-free formulations is driving global adoption. In addition, the cosmetics and personal care segment holds a significant share due to widespread use in skincare, haircare, and hygiene products. Meanwhile, aromatherapy is emerging as a fast-growing application supported by expanding wellness trends. Regionally, market expansion is supported by rising investments in sustainable sourcing, growing e-commerce penetration, and increasing product innovation across developed and emerging economies.

For example, according to the National Sanitation Foundation (NSF), in 2025, 72% of consumers choose personal care products containing organic ingredients, and 66% want clear ingredient labels. This underscores a universal shift toward natural ingredients such as sage essential oil.

### Global Sage Essential Oil Market Trends

This section discusses the key market trends that are influencing the various segments

of the global sage essential oil market, as found by our team of research experts.

## The Growing Popularity of Holistic Health and the Adoption of Alternative Medicine

Holistic health and the adoption of alternative medicine are significantly transforming the sage essential oil market, as consumers increasingly seek natural therapies for emotional and mental well-being. Sage oil is widely used in aromatherapy, massage, and healing practices because of its antimicrobial, anti-inflammatory, and calming properties. Also, growing concerns about the side effects of synthetic medicines are encouraging individuals to explore plant-based remedies, supporting product demand. The expansion of wellness centers, spas, and healthcare services is improving accessibility and awareness. For example, the Global Wellness Institute (GWI) reports that the worldwide count of spas reached approximately 201,861 in 2024, generating around USD 157 billion in revenue. This trend highlights rising consumer interest in wellness therapies and holistic health methods, leading to greater use of essential oils like sage for healing and relaxation. Moreover, social media education and practitioner advice are increasing the use of sage essential oil, establishing it as a key element in preventive health and self-care practices globally.

## Sage Essential Oil Industry Segmentation

This section provides an analysis of the key trends in each segment of the global sage essential oil market report, along with forecasts at the global, regional, and country levels for 2025-2033.

## The Organic Segment Dominates the Global Sage Essential Oil Market

Based on the source, the market is categorized into organic and inorganic. Organic sage essential oil holds the largest market share in 2024 due to rising consumer preference for natural, chemical-free, and sustainably sourced products, especially in cosmetics, personal care, and aromatherapy applications where purity is valued. In addition, certified organic labeling builds consumer trust and supports premium pricing. For example, in December 2025, Natural Grocers introduced a new range of certified organic essential oils to increase its natural wellness portfolio, reflecting rising consumer demand for organic aromatherapy and personal care solutions. Meanwhile, inorganic sage essential oil is growing fastest because of its lower production costs, wider availability, and ability to meet bulk demand from large-scale manufacturers. Furthermore, industrial users often prioritize cost efficiency and consistent supply over

certification, encouraging faster adoption of conventionally produced oils across commercial applications.

## The Cosmetics and Personal Care Segment Dominates the Global Sage Essential Oil Market.

Based on the application, the market is categorized into aromatherapy, cosmetics & personal care, pharmaceuticals, food & beverages, and others. In 2024, cosmetics and personal care hold the largest share of the sage essential oil market because the ingredient is widely used in skincare, haircare, soaps, and deodorizing formulations due to its antimicrobial, antioxidant, and fragrance properties. Adding to this, large-scale manufacturing by beauty and hygiene brands ensures steady, high-volume demand, thereby driving market growth. However, aromatherapy is showing rapid growth as consumers increasingly seek natural solutions for stress relief, mental wellness, and holistic self-care. The growing interest in home diffusers, spa rituals, and wellness lifestyles is accelerating demand for therapeutic-grade essential oils.

North America holds the largest market share in the global sage essential oil market

North America holds the largest share of the sage essential oil market because of strong consumer awareness of natural wellness and a willingness to spend on premium personal care products. The presence of established essential oil brands, advanced retail networks, and high adoption of aromatherapy supports steady demand. Furthermore, manufacturers benefit from strict quality standards and supply chains, which build consumer trust. Adding to this, the growing use of botanical ingredients in cosmetics, healthcare, and hygiene products further strengthens consumption across the region, allowing North America to maintain its leading position in the global market.

U.S. held a Dominant share of the North America Sage Essential Oil Market in 2024

The United States holds the largest share of the sage essential oil market, driven by high consumer spending on natural and premium wellness products. Along with this, strong demand from the cosmetics, personal care, and aromatherapy industries drives consistent consumption. Additionally, the country has well-established distribution channels, including specialty retailers, online platforms, and direct-selling networks, which improve product availability. Also, the presence of key essential oil brands and advanced marketing strategies increases consumer awareness and adoption. Moreover, the rising interest in clean-label ingredients and plant-based solutions continues to support market leadership.

## Sage Essential Oil Industry Competitive Landscape

The global sage essential oil market is competitive, with several global and international market players. The key players are adopting different growth strategies to enhance their market presence, such as partnerships, agreements, collaborations, geographical expansions, and mergers and acquisitions.

## Top Sage Essential Oil Market Companies

Some of the major players in the market include d?TERRA, Young Living Essential Oils, LC., Plant Therapy, Mountain Rose Herbs, Edens Garden, Augustus Oils Ltd., Frontier Co-op, Esencias Martinez Lozano S.A., Florihana Distillerie, and NOW Foods.

## Recent Developments in the Sage Essential Oil Market

In August 2025, Saje Natural Wellness launched 48 plant-based wellness products in over 200 Ulta Beauty stores across the U.S., marking its first national retail partnership and significantly expanding distribution of essential-oil-based products, including sage-infused blends.

In April 2025, d?TERRA expanded into Kazakhstan, strengthening global distribution and awareness of natural products, supporting growth opportunities in the sage essential oil market across Central Asia.

## Frequently Asked Questions (FAQ)

Q1: What is the current size of the global sage essential oil market, and what is its growth potential?

Ans: As of 2024, the global sage essential oil market was valued at approximately USD 7,501.14 million and is projected to grow at a CAGR of 5.73% from 2025 to 2033. Market growth is supported by increasing demand for natural wellness products, expanding aromatherapy applications, and rising adoption in cosmetics and personal care formulations.

Q2: Which segment has the largest share of the global sage essential oil market by source?

Ans: The organic segment dominates the global sage essential oil market, driven by growing consumer preference for chemical-free, sustainably sourced, and certified natural products. Organic certification is increasingly becoming a competitive differentiator for premium brands and exporters.

Q3: What are the driving factors for the growth of the global sage essential oil market?

Ans: Top growth drivers of the sage essential oil market include:

Rising Demand for Natural Ingredients

Growing use of sage essential oils in the Cosmetics & Personal Care Industry

Expanding Aromatherapy and Wellness Sector

Q4: What are the emerging technologies and trends in the global sage essential oil market?

Ans: Emerging trends in the sage essential oil market include:

The Growing Popularity of Holistic Health and the Adoption of Alternative Medicine

The Growing Demand for "Better-for-You" Products Among Gen Z Consumers.

Q5: What are the key challenges in the global sage essential oil market?

Ans: Key challenges in the global sage essential oil market are:

Fluctuating Prices

Supply Chain Disruptions

Q6: Which region dominates the global sage essential oil market?

Ans: North America currently dominates the sage essential oil market, supported by high consumer awareness, strong aromatherapy adoption, and the presence of leading essential oil brands such as d?TERRA and Young Living Essential Oils, LC.

Q7: Who are the key competitors in the global sage essential oil market?

Ans: Top players in the sage essential oil industry include:

d?TERRA

Young Living Essential Oils, LC.

Plant Therapy

Mountain Rose Herbs

Edens Garden

Augustus Oils Ltd.

Frontier Co-op

Esencias Martinez Lozano S.A.

Florihana Distillerie

NOW Foods.

Q8: What are the key investment opportunities in the global sage essential oil market?

Ans: High-growth investment opportunities exist in:

Organic and sustainably certified sage oil production

Private-label manufacturing partnerships

Expansion into emerging Asia-Pacific and Latin American markets

E-commerce and direct-to-consumer distribution channels

Value-added product development (blends, therapeutic formulations, wellness kits)

Investors are particularly targeting companies with strong supply chain control and premium branding strategies.

Q9: How is the competitive landscape evolving in the sage essential oil market?

Ans: The competitive landscape is becoming increasingly innovation-driven, with companies focusing on:

Vertical integration of sourcing and distillation

Product differentiation through purity testing and certifications

Strategic mergers, partnerships, and regional expansions

Digital marketing and influencer-led wellness branding

Market consolidation and premiumization trends are expected to intensify over the forecast period.

Reasons to Buy the Sage Essential Oil Market Report:

The study includes market sizing and forecasting analysis confirmed by authenticated key industry experts.

The report briefly reviews overall industry performance at a glance.

The report covers an in-depth analysis of prominent industry peers, primarily focusing on key business financials, type portfolios, expansion strategies, and recent developments.

Detailed examination of drivers, restraints, key trends, and opportunities prevailing in the industry.

The study comprehensively covers the market across different segments.

Deep dive regional level analysis of the industry.

#### Customization Options:

The global sage essential oil market can further be customized as per the requirements or any other market segment. Besides this, UnivDatos understands that you may have your own business needs; hence, feel free to contact us to get a report that completely suits your requirements.

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