

Vetiver Oil Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Vetiver oil is a natural essential oil that is made from steam distillation of the roots of the perennial grass (*Chrysopogon zizanioides*). It is famous because of its woody, deep, earthy scent and high fixation power. Due to this, it is used as a major constituent in fine perfumes, cosmetics, and personal care products. Aromatherapy Vetiver oil is also a calming and grounding oil, commonly used in traditional medicine due to its possible therapeutic properties. It is also used in the flavouring of foods and as a natural insect repellent.

The Vetiver Oil market is set to show a growth rate of about 6.7% during the forecast period (2025-2033F). The vetiver oil market is expanding as more people are demanding natural and plant-based products in different sectors such as fragrances, cosmetics, and personal care products. The increased interest of consumers in clean-label, eco-friendly, and aromatherapy-wise wellness products has largely increased the application of vetiver oil as calming and curing agents. It has a high fixative property that is catalyzing its usage in high-end perfumery and widening its applications in pharmaceuticals, food flavorings, and natural insect repellents. Also, there is a rise in knowledge of sourcing environmentally friendly products and the development of more vetiver grass in tropical areas, which are enhancing supply and demand.

Based on the product category, the market is categorized into organic and conventional. Among these, the conventional vetiver oil segment currently holds the maximum market share since it has a more extensive market availability, cheaper production, and is highly acceptable in the perfumery, cosmetics, and industrial fragrance sectors. Conventional vetiver oil is advantageous due to the well-established cultivation and extraction methods, which enable a steady supply at reasonable prices. However, the organic vetiver oil market will

experience a more rapid growth in the near future, because of the increasing popularity of natural, chemical-free, and sustainably sourced ingredients among consumers.

Based on the application category, the market is segmented into spa and relaxation, medical, food and beverage, cleaning and home, and others. Among these, the spa and relaxation segment holds the largest market share in the vetiver oil market, as it has many applications in aromatherapy, massage oils, and wellness products due to its calming and stress-relieving properties. This dominance is supported by high penetration in the high-end spa and wellness centers. For instance, in July 2023, Australian skincare brand Ipsum Skin launched its first product in the Ipsum SPA range, the “Spa Body Balm Vetiver Citrus”, made up from vetiver oil. However, the medical segment is expected to grow at a faster pace, due to the growing research on therapeutic advantages of vetiver oil, growing demand in natural remedies, and an increased use of the oil in pharmaceuticals and alternative medicine preparations.

For a better understanding of the demand of vetiver oil, the market is analyzed based on its worldwide adoption in countries such as North America (U.S., Canada, and the Rest of North America), Europe (Germany, U.K., France, Spain, Italy, Rest of Europe), Asia-Pacific (China, Japan, India, and the Rest of Asia-Pacific), and Rest of World. Among these, Asia-Pacific holds the maximum market share in the vetiver oil market because of the high production base, good climatic conditions, and the long history of using vetiver in perfumery, traditional medicine, and aromatherapy products. The existence of extensive production, advanced distillation techniques, and cost-effective labor also helps in regional supremacy. However, North America is expected to witness the fastest growth, driven by rising consumer demand for natural and organic ingredients, expanding aromatherapy and wellness industries, and increasing adoption of vetiver oil in premium fragrances, personal care, and alternative healthcare products.

Some major players running in the market include Robertet Group, UniKode S.A., Frager S.A., Floracopeia Inc, BERJE Inc, International Flavors & Fragrances Inc, Aromatic Herbals Private Limited, Vee Kay International, Mountain Rose Herbs, Inc., and Plant Therapy Essential Oils.

Contents

1 MARKET INTRODUCTION

- 1.1. Market Definitions
- 1.2. Main Objective
- 1.3. Stakeholders
- 1.4. Limitation

2 RESEARCH METHODOLOGY OR ASSUMPTION

- 2.1. Research Process of the Global Vetiver Oil Market
- 2.2. Research Methodology of the Global Vetiver Oil Market
- 2.3. Respondent Profile

3 EXECUTIVE SUMMARY

- 3.1. Industry Synopsis
- 3.2. Segmental Outlook
 - 3.2.1. Market Growth Intensity
- 3.3. Regional Outlook

4 MARKET DYNAMICS

- 4.1. Drivers
- 4.2. Opportunity
- 4.3. Restraints
- 4.4. Trends
- 4.5. PESTEL Analysis
- 4.6. Demand Side Analysis
- 4.7. Supply Side Analysis
 - 4.7.1. Merger & Acquisition
 - 4.7.2. Collaboration & Investment Scenario
 - 4.7.3. Industry Insights: Leading Startups and Their Unique Strategies

5 PRICING ANALYSIS

- 5.1. Regional Pricing Analysis
- 5.2. Price Influencing Factors

6 GLOBAL VETIVER OIL MARKET REVENUE (USD MN), 2023-2033F

7 MARKET INSIGHTS BY PRODUCT

- 7.1. Organic
- 7.2. Conventional

8 MARKET INSIGHTS BY APPLICATION

- 8.1. Spa and Relaxation
- 8.2. Medical
- 8.3. Food and Beverage
- 8.4. Cleaning and Home
- 8.5. Others

9 MARKET INSIGHTS BY REGION

- 9.1. North America
 - 9.1.1. U.S.
 - 9.1.2. Canada
 - 9.1.3. Rest of North America
- 9.2. Europe
 - 9.2.1. Germany
 - 9.2.2. U.K.
 - 9.2.3. France
 - 9.2.4. Italy
 - 9.2.5. Spain
 - 9.2.6. Rest of Europe
- 9.3. Asia-Pacific
 - 9.3.1. China
 - 9.3.2. Japan
 - 9.3.3. India
 - 9.3.4. Rest of Asia-Pacific
- 9.4. Rest of World

10 VALUE CHAIN ANALYSIS

- 10.1. Marginal Analysis

10.2. List of Market Participants

11 COMPETITIVE LANDSCAPE

11.1. Competition Dashboard

11.2. Competitor Market Positioning Analysis

11.3. Porter Five Forces Analysis

12 COMPANY PROFILES

12.1. Robertet Group

12.1.1. Company Overview

12.1.2. Key Financials

12.1.3. SWOT Analysis

12.1.4. Product Portfolio

12.1.5. Recent Developments

12.2. UniKode S.A.

12.3. Frager S.A.

12.4. Floracopeia Inc.

12.5. BERJE Inc.

12.6. International Flavors & Fragrances Inc.

12.7. Aromatic Herbals Private Limited

12.8. Vee Kay International

12.9. Mountain Rose Herbs, Inc.

12.10. Plant Therapy Essential Oils

13 ACRONYMS & ASSUMPTION

14 ANNEXURE

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