

The background of the slide features two amber glass bottles of essential oils, one in the foreground and one slightly behind it to the right. They are surrounded by clusters of small, vibrant purple lavender flowers. The entire scene is bathed in a soft, warm, reddish-pink light, creating a serene and natural atmosphere. The text is overlaid on a white rectangular box in the center.

AROMATHERAPY AND ESSENTIAL OILS MARKET

United States, Japan, China, South Korea

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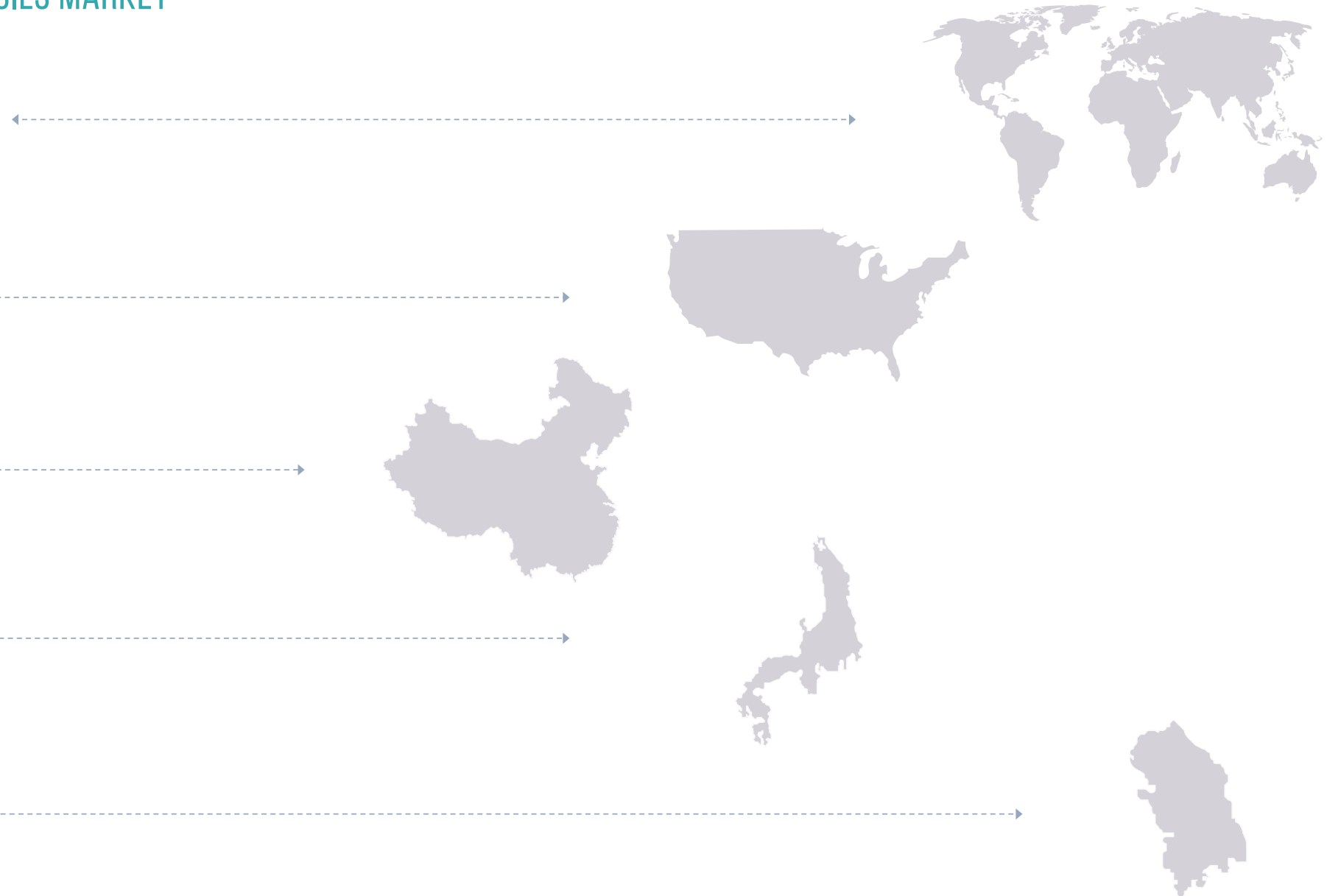
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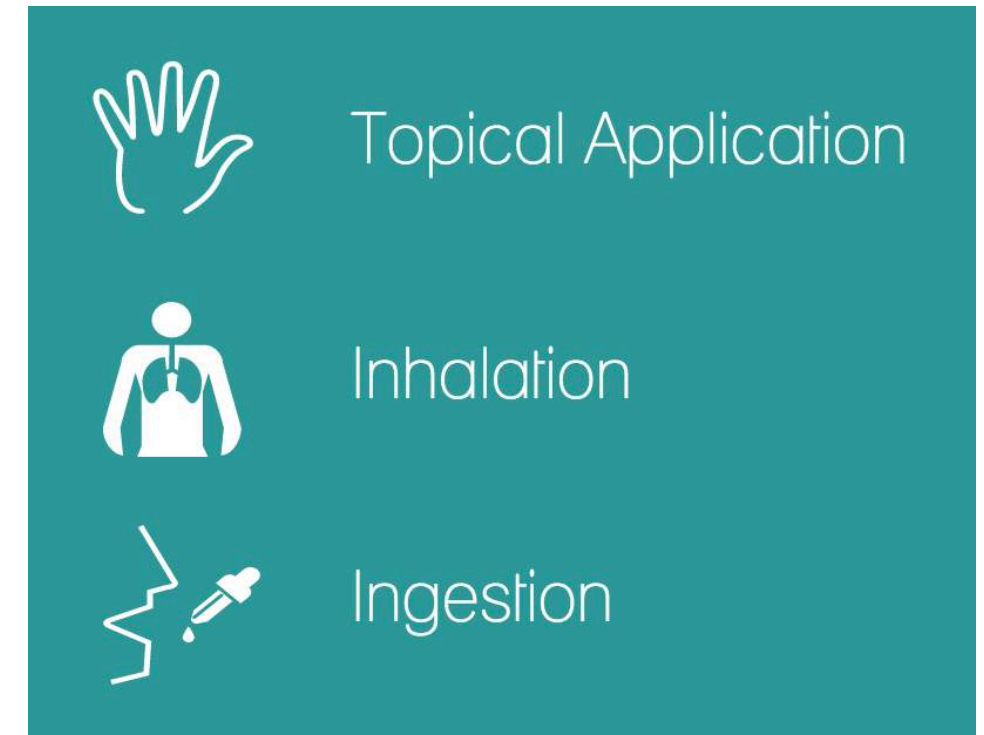
SCOPE OF RESEARCH

Essential oils are defined as a natural oil, typically obtained by distillation, having the characteristic fragrance of the plant or other source from which it is extracted. Technically, aromatherapy means the use of aromas as therapy, or the use of aromas for their healing properties. However, there is an increasing move to use the term 'essential oils' (which more accurately describes the existing market) as the therapeutic use of essential oils based on their aroma and properties, which includes internal use of the oils.

Diffusion is the process of dispersing essential oils so that their aroma fills a room (or an area) with the natural fragrance.



ESSENTIAL OILS

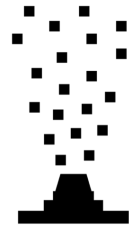


For purposes of this research, Verify Markets has defined the aromatherapy and essential oils market as the usage of essential oils for health and wellness via topical application, inhalation and ingestion.

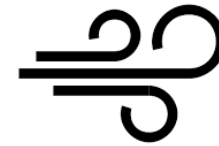
TYPES OF DIFFUSERS



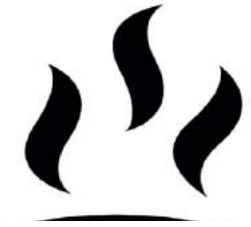
Nebulizing diffusers are often considered the most powerful type of diffusers. They do not need water or heat to disperse the essential oil into the air. They work by using an atomizer to create fine, airborne particles of essential oils and blowing them into the air. Nebulizer diffusers are often considered the best type of diffusion for the therapeutic use of essential oils because it disperses the whole oil into the air in the form of tiny droplets.



Ultrasonic diffusers work in a similar way to nebulizing diffusers; by creating a fine mist. The difference is ultrasonic diffusers use water and essential oils to create a cool mist of water/oils that releases into the air. Only a small fraction of the mist is actually essential oil. Ultrasonic diffusers feature gentle trickling water sounds and also help to humidify the room.



Evaporative diffusers are basic in operation. A fan blows air from the room through a pad (or filter) where essential oils are dropped onto it. The air blowing through the pad causes the oils to evaporate more quickly than normal, and the air with the evaporated oil is blown into the room. There is one drawback to this method; lighter, more volatile components of the oil evaporate much faster than the heavier and less volatile components (fractioning).



Heat diffusers cause the essential oils to evaporate quicker than normal, but use heat instead of blowing air to accomplish diffusion. While some heat diffusers use high levels of heat to produce stronger smells, the best heat diffusers will only use very low levels of heat, which produce more subtle aromas. This difference is important because high levels of heat can alter the chemical constituents of the oils.

Note: This analysis does not include candles or passive diffusers, such as reed diffusers.

KEY TAKEAWAYS

2015 AROMATHERAPY AND ESSENTIAL OILS MARKET

Incredible Growth

2015 saw the aromatherapy and essential oils market gain mass popularity, leading to record-setting revenue for key participants.

Demand for Natural Products

The megatrend of health and wellness will continue to propagate. Consumers are becoming aware and actively seeking natural options.

Direct Selling Dominates

Aromatherapy and essential oils flourish in a direct selling environment. Consumers can experience and learn about the oils.

The top 2 market participants are MLM companies who achieved over \$1 billion each in revenue for 2015.





Direct sales companies have a huge advantage in the market. Consumers need to learn about the oils and feel the products, which is conducive to a direct sales model. That's why these types of companies are dominating."

- Industry participant

Verify Markets has investigated the Aromatherapy and Essential Oils Market in the United States, China, Japan and South Korea. Our findings show that there is a huge potential in the market. In the next few years, aromatherapy is likely to be increasingly adopted in restaurants, hospitals, saloons, spas and hotels. Most U.S.-based essential oil companies will continue to diversify into international markets as awareness grows and consumers turn towards natural products.



ABOUT VERIFY MARKETS

ABOUT US

EXPERT ADVICE AND STRATEGY CONSULTING

Verify Markets is a market research and consulting firm specializing in Industrial, Environmental, Energy and Water markets. Our Research & Consulting practice provides global industry analysis, custom engagements, end-user analysis, strategy consulting, strategic market intelligence, and forecasts that are designed to facilitate strategic decision-making. Our team of consultants, industry experts and analysts continually monitor and evaluate information to create insights for your business needs. We are comprised of a group of analysts that have been tracking their respective markets for a number of years.

Our goal is to help you reach yours.



METHODOLOGY

METHODOLOGY

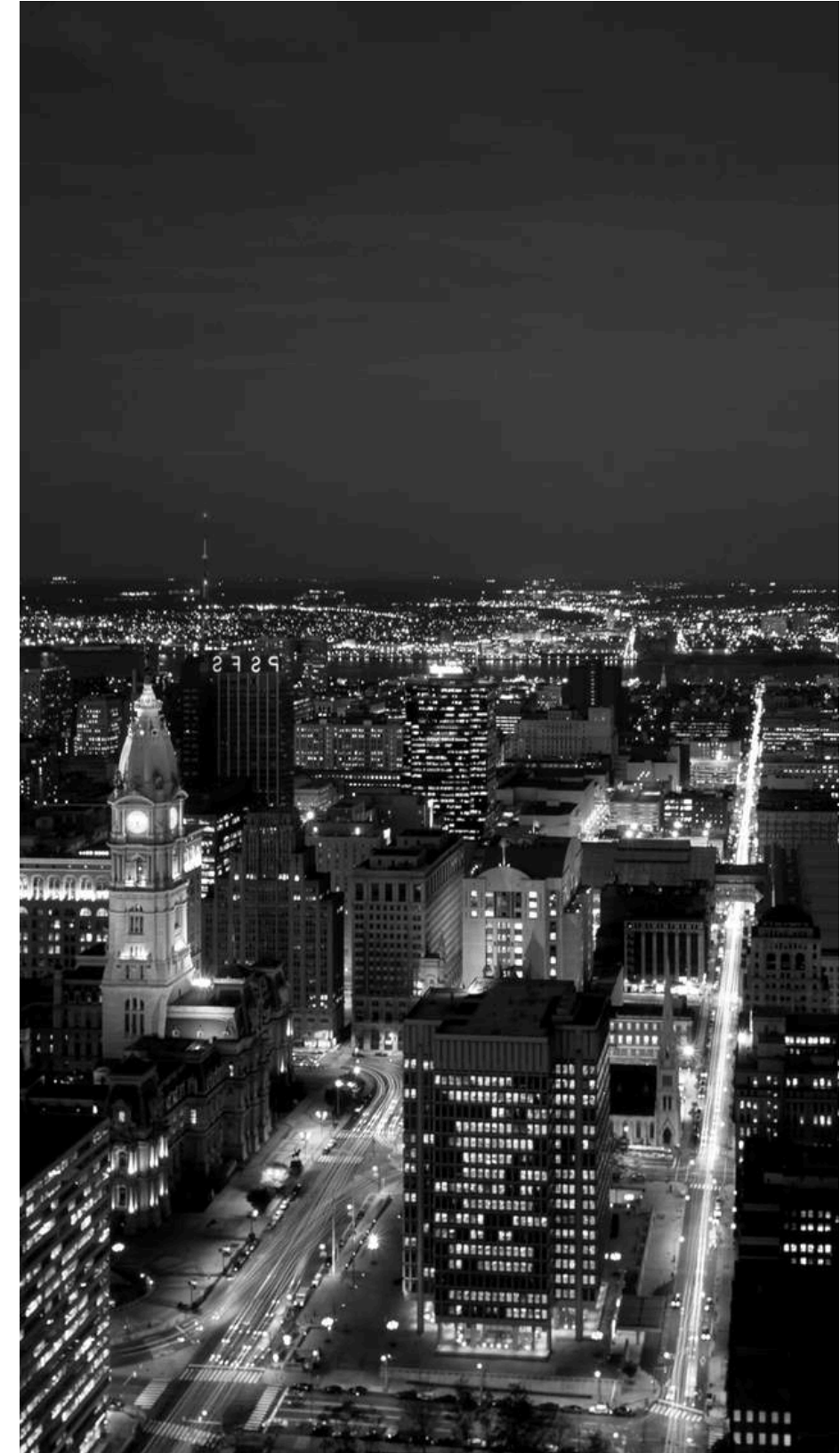
The methodology when formulating market trend projection is outlined below. Historical trends were determined through secondary research and Verify Markets in-house database.

- Secondary research was conducted. A list of key industry participants was put together.
- Telephonic interviews were conducted. Most of the leading participants across all countries were contacted.
- Bottom up methodology was used to calculate the market size.
- Market drivers and restraints were built into the forecasting model to estimate the revenue growth and market size figures.

METHODOLOGY

Profiles of Interviewees: Vice President, Marketing Manager, Business Development Manager, Brand Manager, CEO (for smaller companies).

Most of the primary interview data was captured through telephonic interviews. Pictures, company contacts, preliminary data was captured through secondary research. Images are derived from company websites and other web sources.



DISCLAIMER

Despite Verify Markets' best efforts, certain challenges were encountered and certain assumptions had to be made. The extremely competitive nature of the aromatherapy and essential oils market often results in an increased reluctance on the part of several competitors to discuss their market position, future plans, or market trends. Verify Markets used its skills and experience to extract the relevant data in order to complete the analysis.



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Since most of the data is based on company personnel views, it is subject to fluctuation.

VERIFY MARKETS

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MARKET COVERAGE

Water & Wastewater Treatment

Air Treatment

Environmental Technologies

Energy & Power Equipment

Power Supplies & Batteries

Oil & Gas

Building Technologies & Efficiency

Consumer Products

Healthcare IT

SERVICES

Competitive Intelligence

Market Research

Custom Consulting

Strategic Planning

White Papers

Verified Leader Awards

Claim Validation

Strategy Workshops

Customized Monthly Newsletters

LOCATIONS

GLOBAL PRESENCE





ANY QUESTIONS?
CONTACT US AND SET UP A TIME TO
SPEAK WITH OUR ANALYSTS.

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