



Global Aromatherapy and Essential Oils Market

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Research Scope

Global Aromatherapy and Essential Oils Market

The Global Aromatherapy and Essential Oils Market is in the growth stage with several new companies entering the market. The market is projected to experience a high growth during the next seven years. The growth is expected to be driven by the direct selling channel, the health and wellness trend, digital marketing, and the evolution of complementary and alternative medicine.

This study aims to provide a detailed analysis of the Global Aromatherapy and Essential Oils Market, along with competitive analysis for the base year 2017.

The market numbers included in this report represent revenues generated from the sales of essential oils and diffusers. The base year for the study is 2017 and the forecast period is from 2017 until 2024.

This study captures the following information on the Global Aromatherapy and Essential Oils Market:

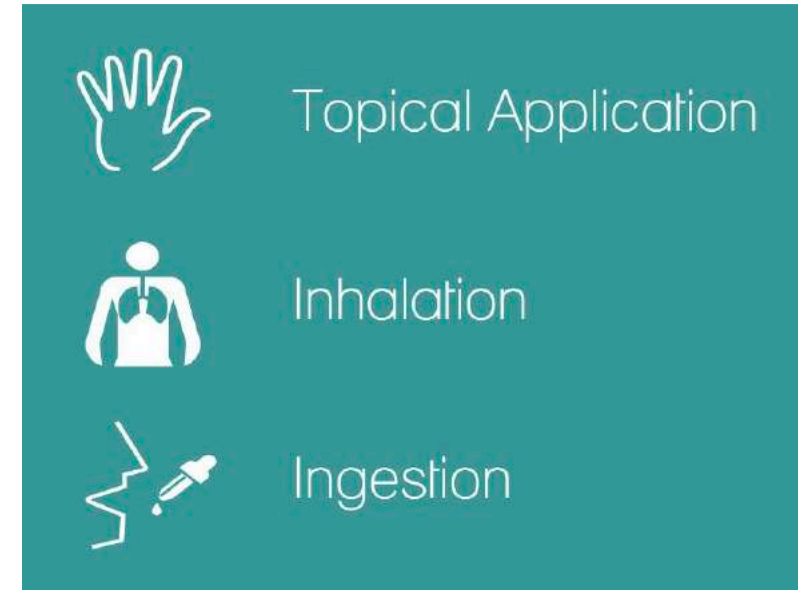
- Market Size, Growth Rate, Revenue Forecasts (2017-2024)
- Growth Drivers & Restraints
- Market Data
- Quotes by Key Industry Participants
- Market Share Analysis
- Market Trends



Market Definition and Segmentation

Essential Oils

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 trend 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.



For purposes of this research, Verify Markets has defined the Global Aromatherapy and Essential Oils Market as the usage of essential oils for health and wellness via topical application, inhalation, and ingestion.

Market Definition and Segmentation

Diffuser Types



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 as the best type of diffusion for 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 in to 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.



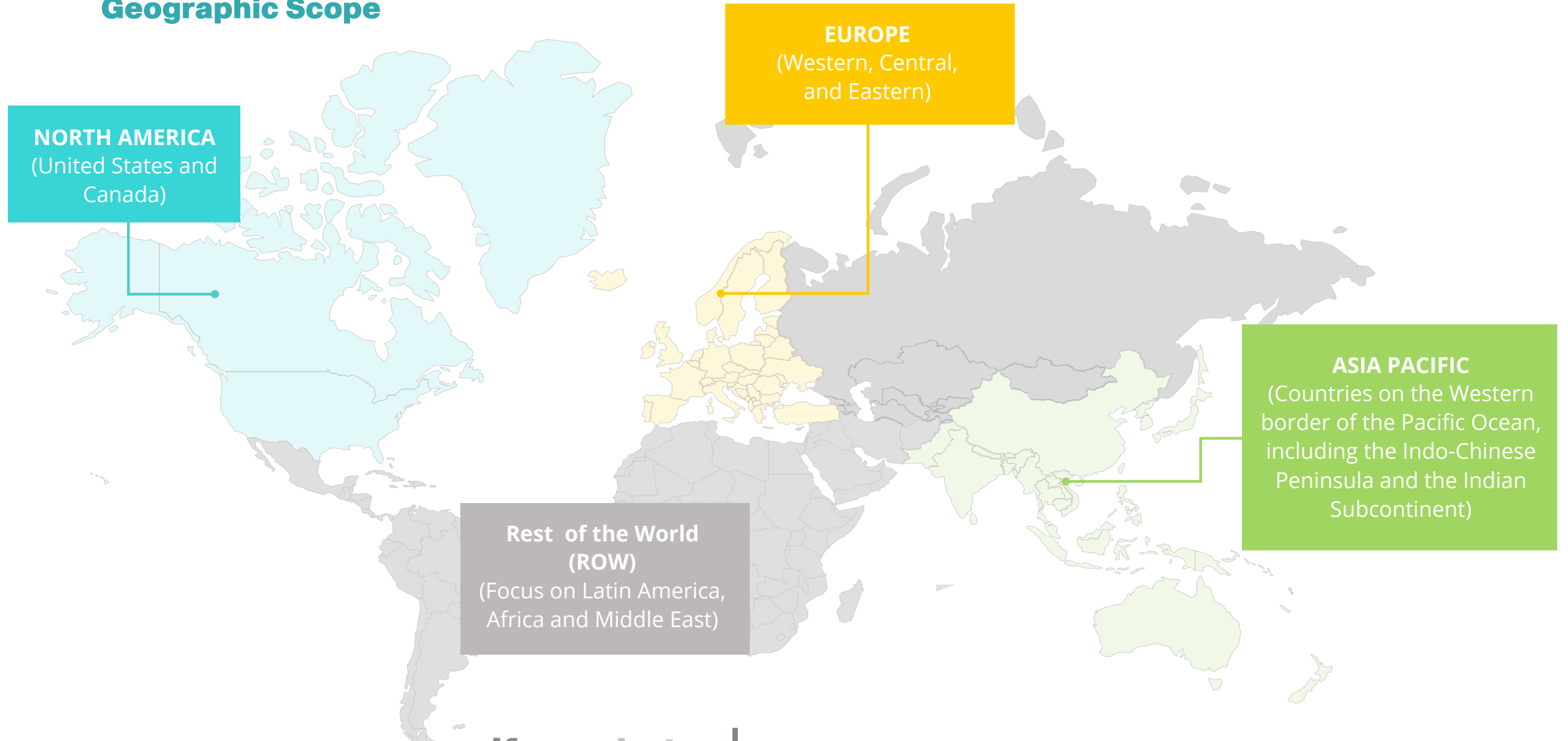
Evaporative diffusers are basic in operation. A fan blows air from the room through a pad (or filter) where essential oils are dropped onto it. The air blowing through the pad causes the oils to evaporate more quickly than normal, and the air with the evaporated oil is blown into the room. There is one 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.

Market Definition and Segmentation

Geographic Scope



Methodology

Interviews with key market participants: The research methodology adopted while creating this research involved conducting interviews with various key market participants, enabling Verify Markets to identify various trends in the Aromatherapy and Essential Oils Market. Furthermore, discussions with industry participants enabled us to provide a comprehensive country-level view of the overall market. Next, the information was validated through our internal databases and market experts. Later, the collected information was structured and collated into this report.



Macro-economic factors and industry parameters: Various country level parameters including the GDP, population, disposable incomes, and product prices, among others, were taken into consideration in our forecasting model. An in-depth analysis of such factors enabled Verify Markets to size and forecast the Global Aromatherapy and Essential Oils Market.



About Verify Markets

about us

Expert Advice and Strategy Consulting

Verify Markets is a Research 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.

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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.

AWARDS

Verify Markets identifies companies that are leaders within a respective industry. These companies are given awards, which are selected by the consultant writing the report. Companies can promote their award publicly to boost brand awareness and confidence.

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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.



Verify Markets is not responsible for any incorrect information supplied to us by companies during our primary research process.

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

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Oil & Gas

Building Technologies & Efficiency

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