

India Aromatherapy Diffuser Market



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India- Aromatherapy diffuser market

Research scope

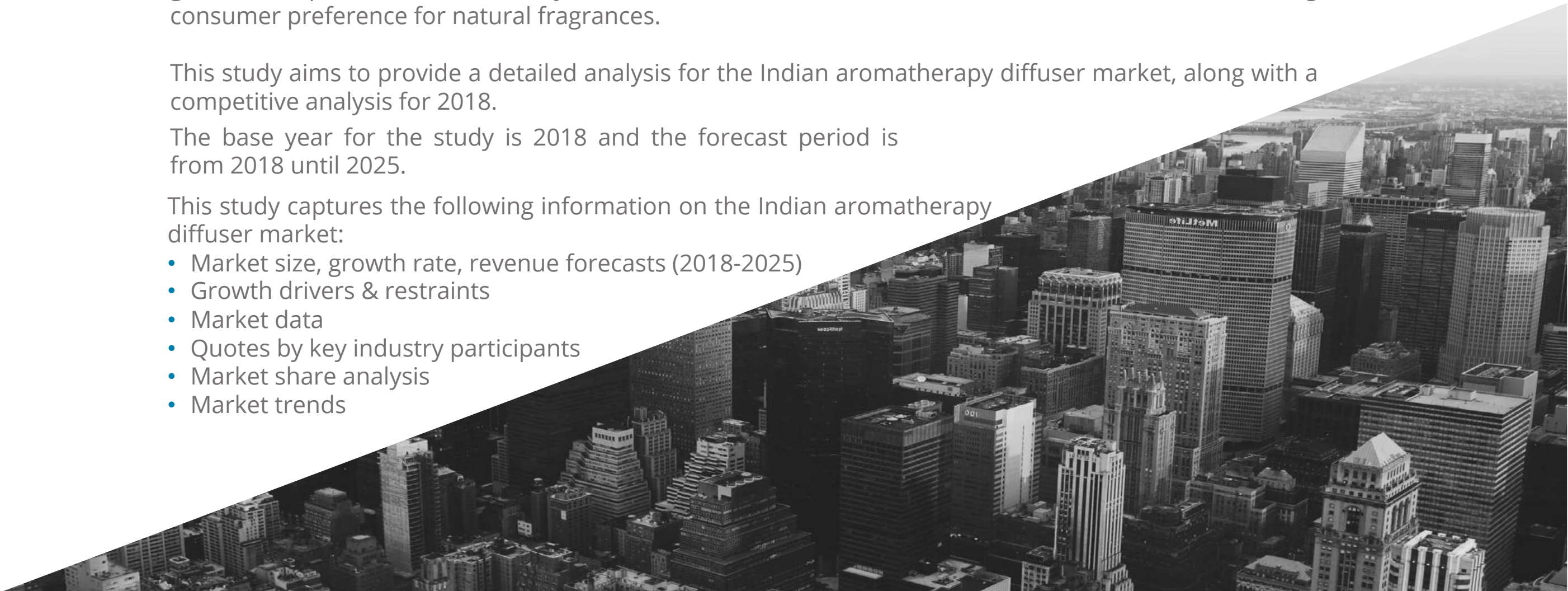
The Indian aromatherapy diffuser market is in the nascent stage and is highly fragmented with the presence of many regional, national, and global market participants trying to get a strong foothold in the market. The market is projected to experience a high growth rate during the next seven years. The growth is expected to be driven by continuous increase in the health and wellness trend and a rising consumer preference for natural fragrances.

This study aims to provide a detailed analysis for the Indian aromatherapy diffuser market, along with a competitive analysis for 2018.

The base year for the study is 2018 and the forecast period is from 2018 until 2025.

This study captures the following information on the Indian aromatherapy diffuser market:

- Market size, growth rate, revenue forecasts (2018-2025)
- Growth drivers & restraints
- Market data
- Quotes by key industry participants
- Market share analysis
- Market trends



India - Aromatherapy diffuser market

Scope of research/definitions

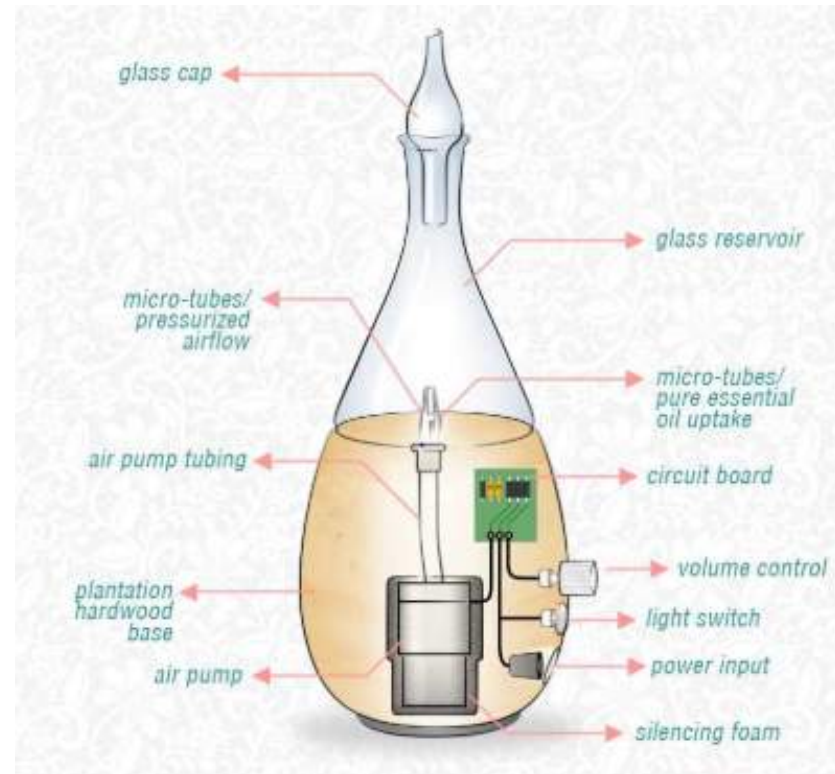
For the purposes of this research, aromatherapy diffusers are portable diffusers which are defined as the following:

- Ultrasonic diffusers
- Heat diffusers
- Nebulizing diffusers
- Evaporative diffusers



Product type

Nebulizer diffusers



Nebulizing diffusers do not require water or heat to disperse the essential oil in the air. They work by using an atomizer to create fine, airborne particles of essential oils which are blown into the air. A jet of air blows across a small tube, creating a vacuum that pulls a liquid at the bottom of the tube to the top of the tube. The oil is blown away in the form of fine spray or mist.

The diffusers run at a high sound level and tend to diffuse oil at a higher rate than any other type of diffuser. Using a timer that runs for 15 minutes to an hour is recommended. It helps to conserve oils, allows olfactory system time to process the oils and recover before receiving more scent.

Nebulizer diffusers are considered to be the best type of diffusers for therapeutic application. It is the only type of diffuser that actually saturates the air with microfine, fully ionized droplets of essential oils. This action provides maximum fragrance and therapeutic benefits from essential oils. Assisted with a constant source of air supply, this type of diffusion can quickly saturate the air with essential oils.

Product type

Ultrasonic diffusers

Ultrasonic diffusers use water and essential oils to create a cool mist of water/oils which are released into the air. The transformation of liquid into vapor is produced through an adiabatic process which does not require use of heat energy.

The product is filled with a mixture of water and essential oil.

This mixture is converted into mist through ultrasonic vibrations. The product depends on the air current in the room to disperse the mist throughout the room. Only a small fraction of the mist is actually essential oil.

The product also humidifies the space and features gentle trickling water sound. The humidifiers reduce dryness in the air particularly during cold weather, maintaining optimal moisture level in the interiors.



Product types

Evaporative diffusers



Evaporative diffusers are equipped with a fan that blows air through a pad (or filter) which holds the essential oil. The air blowing through the pad causes the oils to evaporate and disperse quickly in the room.

When an essential oil evaporates, some of the lighter or more volatile components of the oil tend to evaporate much faster than the heavier and less volatile components. This process is called fractioning of oil compound. It means that instead of getting the whole oil at one time, the user gets a higher percentage of the lighter components at the beginning of the process and a higher percentage of heavier components towards the end of the process.

This diffusion method works well to distribute the scent of the oil into the room; however, the fractioning of oil compound is considered to diminish the therapeutic properties of the oil.

Product types

Heat diffusers

Heat diffusers are an economical and low noise method of evaporating essential oils to diffuse it.

Strong aroma is produced by diffusers that operate at high temperatures. It is believed that high temperatures can alter the chemical constituents of the oils. Therefore, the best heat diffusers are typically the ones that operate at low temperatures to produce subtle aroma.

The product is accompanied by the fractioning of oil compound similar to evaporative diffusers, which is considered to diminish the therapeutic properties of the oil.

For purposes of this research, reed diffusers are excluded.



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 Indian aromatherapy diffuser 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 these factors enabled Verify Markets to size and forecast the Indian aromatherapy diffuser 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.

Our goal is to help you reach yours.



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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 competitive nature of the Indian aromatherapy diffuser air 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. Verify Markets report is for customers' internal use and not for general publication. This research cannot be given, disclosed, or sold to non-customers or third parties. Since most of the data is based on company personnel views, it is subject to fluctuation.

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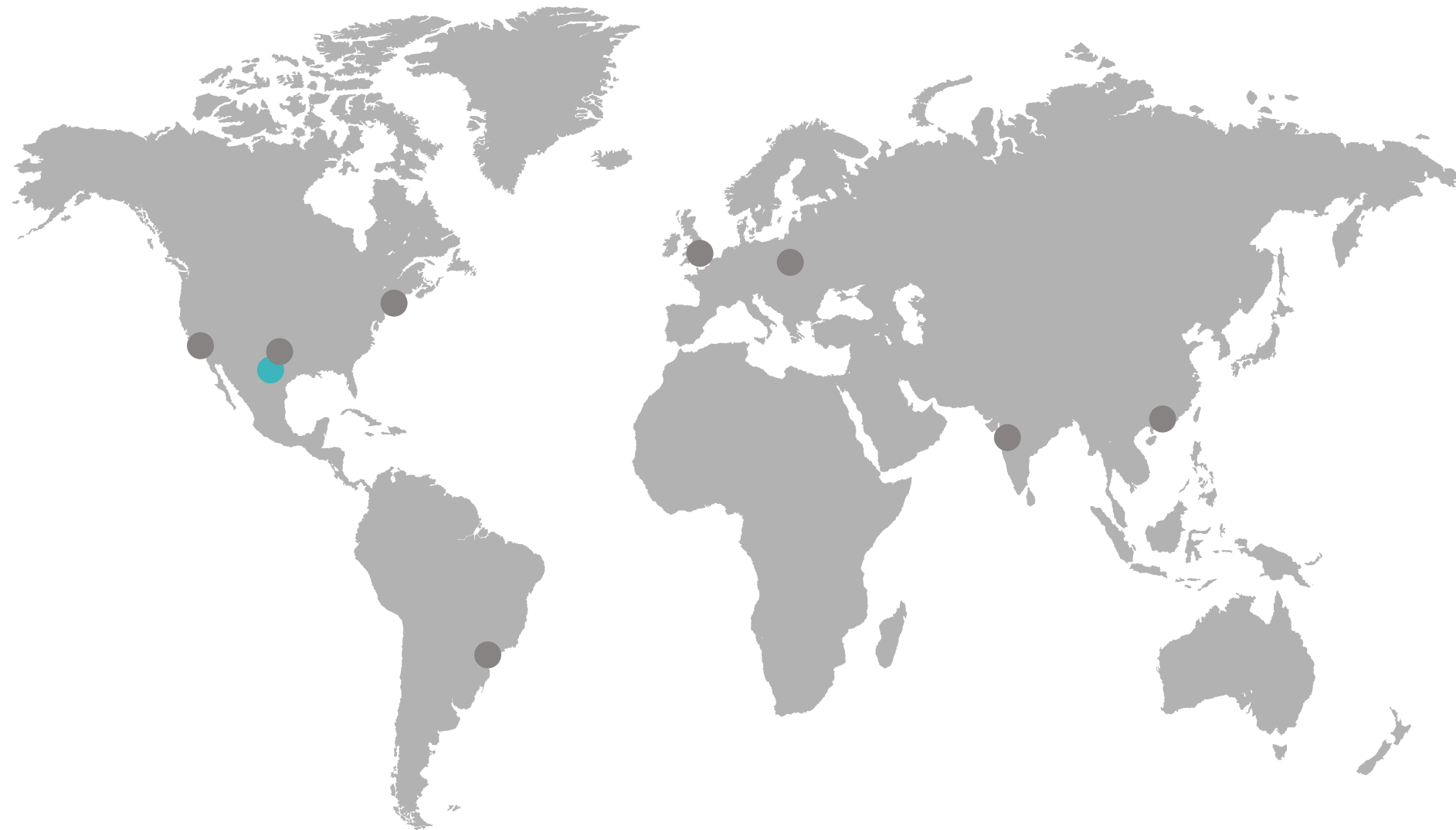
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