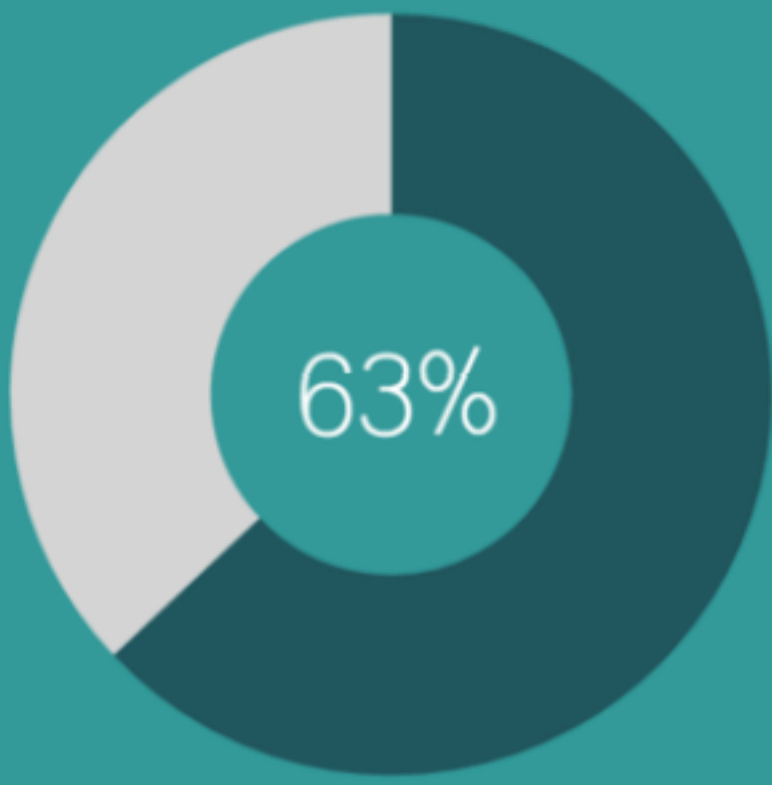




# AROMATHERAPY & ESSENTIAL OILS MARKET

## Direct Selling Dominates



Direct Sales (63%) | Others (37%)

Consumers need to feel and smell the oils. They must also be educated about the benefits, initially, until they are familiar with the concept and products. These factors make direct selling a perfect catalyst for essential oils.

## Global Outlook

Major market participants, including dōTERRA and Young Living, are hedging their bets in Asia, specifically, China, Japan, Taiwan, Hong Kong, Singapore and Malaysia.



Over \$7.5 billion



Over \$4 billion



Fastest growth rate: 26.4% CAGR

## Common Themes Across the Market

Proliferation of overall health & wellness megatrend

Mass retailers like Walmart and Target are beginning to sell essential oils and diffusers



Consumer preference towards organic and natural products

Questionable benefits and erroneous claims are the most common market restraints

## What does this report cover?



This report provides an in-depth analysis of the aromatherapy and essential oils market in the United States, China, Japan and South Korea.



Market forecasts from 2015-2022



Product pricing



Market drivers & restraints



Market shares by product segment



United States



China



Japan



South Korea

## Definition

The market is defined as the usage of essential oils for health and wellness via topical application, inhalation and ingestion.



Topical Application



Ingestion



Inhalation

**verifymarkets**

[Click here to read the full 2016 Aromatherapy and Essential Oils Market report.](#)