Aromatherapy and Essential Oils Market 2016

Description:

A comprehensive analysis of the Aromatherapy and Essential Oils Market for the United States, China, Japan and South Korea, which includes market sizing, market share by competitor, drivers, restraints and market forecasts to 2022.

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

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.

The report captures the following information:

- Market Size, Growth Rate, Revenue Forecast (2015 - 2022)
- Growth Drivers & Restraints
- Market Trends
- Pricing Trends
- Market Landscape
- Sales by Key Areas
- Distribution Trends
- Company Profiles

Key takeaways:

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

2. Demand for Natural Products:
   The megatrend of health and wellness will continue to propagate. Consumers are becoming aware and actively seeking natural options.

3. 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.

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