U.S. Essential Oil Market Analysis By Product (Frankincense, Tea Tree, Sandalwood, Clove, Eucalyptus, Lemon, Lemongrass, Cedarwood, Rosemary, Thyme, Basil, Citronella), By Application (Flavors, Fragrances, Aromatherapy), Segment Forecast 2014-2025

Description: The U.S. essential oil market is projected to reach USD 7.34 billion by 2024. The demand for natural and organic products is splurging in the United States, and so is the consumption of essential oils by the personal care and cosmetics industries.

Use of essential oils as a flavoring and aromatic agents is flourishing across distinct industries including food & beverages, medical, cleaning & home, spa & relaxation and others. Moreover, the healing properties of the essential oils and rising popularity of natural products for treating medical ailments has propelled this growth.

The U.S. holds a prominent share in the essential oils market owing to beneficial government regulations and exemptions on import duty. The cosmetic industry is growing speedily around the globe and U.S. being the hub for many of these companies, demand for the essential oils is projected to witness rapid growth in upcoming years.

The market is in a growing stage and consists of a vast number of players. However, price sensitivity is one of the significant challenges posed by the companies. Moreover, limited availability of the raw materials and strict regulations on the harvesting and cultivation are some other hindering factors.

Further Key Findings from the Study Suggest:

- Lemon oil is projected to grow at the highest CAGR from 2016 to 2024.
- Frankincense essential oil expected to grow at an estimated CAGR of 9.4% in terms of revenue over the forecast period
- Sandalwood, tea tree, frankincense, clove, rosemary, etc. oils observe significant demand from aromatherapy applications
- Aromatherapy segment is expected to account for over 25% of the revenue share by 2024 and will probably witness an estimated CAGR of 9.2% during 2014 to 2024
- The region is characterized by rising consumer disposable incomes and fast-paced expansion of the food & beverage industries
- The fragrance application segment holds the largest market share and is expected to grow at CAGR of 8.8% over the forecast period
- Numerous stews, sauces, soups, salad dressings, and beverages such as juices and alcoholic cocktails are highly enhanced using essential oils as flavoring agents
- Influential companies operating in the market include Biolandes SAS, Young Living Essential Oils, doTerra International, Ungerer Limited, etc.

Contents:

1 Methodology and Scope
   1.1 Research Methodology
   1.2 Research scope and assumptions
   1.3 List of data sources
2 Executive Summary
3 Market Snapshot
3.1 U.S. essential oils- Industry snapshot and key buying criteria
4 U.S. Essential Oil Market Industry Outlook
4.1 Market segmentation
4.2 Market size and growth prospects, 2014 - 2024
4.3 U.S. essential oils market value chain analysis
4.4 U.S. essential oil market dynamics
4.4.1 Market driver analysis
4.4.1.1 Rising consumer preference for natural personal care products
4.4.1.2 Increasing demand for flavors and fragrances from key end-use industries
4.4.2 Market restraint analysis
4.4.2.1 Limited availability of raw materials
4.5 Industry analysis - Porter’s
4.6 PESTEL analysis
5 Product Estimates & Trend Analysis
5.1 Market share by product, 2015 & 2024
5.2 U.S. essential oils demand by product, 2014 - 2024 (Tons) (USD Million)
5.2.1 Frankincense
5.2.2 Lavender
5.2.3 Peppermint
5.2.4 Tea tree
5.2.5.1 Market estimates and forecast, 2014 - 2024 (Tons) (USD Million)
5.2.5 Sandalwood
5.2.6 Clove
5.2.7 Eucalyptus
5.2.8 Lemon
5.2.9 Lemongrass
5.2.10 Cedarwood
5.2.11 Rosemary
5.2.12 Thyme
5.2.13 Basil
5.2.14 Citronella
5.2.15 Spearmint
5.2.16 Others
6 Application Estimates & Trend Analysis
6.1 Market share by application, 2015 & 2024
6.2 Market demand by application, 2014 - 2024 (Tons) (USD Million)
6.3 Flavors
6.2.1.1 Market estimates and forecast, 2014 - 2015 (Tons) (USD Million)
6.2.2 Fragrances
6.2.2.1 Market estimates and forecast, 2014 - 2015 (Tons) (USD Million)
6.2.3 Aromatherapy
6.2.3.1 Market estimates and forecast, 2014 - 2015 (Tons) (USD Million)
7 Competitive Landscape
7.1 Vendor Landscape
7.2 Competitive Environment
7.2.1 Company Market Positioning
7.2.2 Strategy Framework
8 Company Profiles
8.1 Aura Cacia
  8.1.1 Company overview
  8.1.2 Product benchmarking
8.2 Nature’s Truth, LLC
  8.2.1 Company overview
  8.2.2 Product benchmarking
8.3 The Nature’s Bounty Co.
  8.3.1 Company overview
  8.3.2 Financial performance
  8.3.3 Product benchmarking
8.4 NOW Foods
  8.4.1 Company overview
  8.4.2 Product benchmarking
8.5 doTERRA International
  8.5.1 Company overview
  8.5.2 Product benchmarking
  8.5.3 Strategic initiatives
8.6 Rocky Mountain Oils
  8.6.1 Company overview
  8.6.2 Product benchmarking
8.7 The Lebermuth Company
  8.7.1 Company overview
  8.7.2 Product benchmarking
8.8 Ungerer Limited
  8.8.1 Company overview
  8.8.2 Product benchmarking
8.9 Young Living Essential Oils
  8.9.1 Company overview
  8.9.2 Product benchmarking
  8.9.3 Strategic initiatives
8.10 Biolandes SAS
  8.10.1 Company overview
  8.10.2 Product benchmarking
8.11 The Essential Oil Company
  8.11.1 Company overview
  8.11.2 Product benchmarking
8.12 Eden Botanicals
  8.12.1 Company overview
  8.12.2 Product benchmarking
8.13 Edens Garden
  8.13.1 Company overview
  8.13.2 Product benchmarking
8.14 Nutrix
  8.14.1 Company overview
  8.14.2 Product benchmarking

List of Tables

Table 1 U.S. essential oils demand by product, 2014 - 2015 (Tons)
Table 2 U.S. essential oils demand by product, 2016 - 2024 (Tons)
Table 3 U.S. essential oils demand by product, 2014 - 2015 (USD Million)
Table 4 U.S. essential oils demand by product, 2016 - 2024 (USD Million)
Table 5 U.S. frankincense market estimates, 2014 - 2015 (Tons) (USD Million)
Table 6 U.S. frankincense market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 7 U.S. lavender market estimates, 2014 - 2015 (Tons) (USD Million)
Table 8 U.S. lavender market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 9 U.S. peppermint market estimates, 2014 - 2015 (Tons) (USD Million)
Table 10 U.S. peppermint market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 11 U.S. tea tree market estimates, 2014 - 2015 (Tons) (USD Million)
Table 12 U.S. tea tree market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 13 U.S. sandalwood market estimates, 2014 - 2015 (Tons) (USD Million)
Table 14 U.S sandalwood market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 15 U.S. clove market estimates, 2014 - 2015 (Tons) (USD Million)
Table 16 U.S clove market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 17 U.S. eucalyptus market estimates, 2014 - 2015 (Tons) (USD Million)
Table 18 U.S eucalyptus market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 19 U.S. lemon market estimates, 2014 - 2015 (Tons) (USD Million)
Table 20 U.S lemon market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 21 U.S. lemongrass market estimates, 2014 - 2015 (Tons) (USD Million)
Table 22 U.S lemongrass market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 23 U.S. cedarwood market estimates, 2014 - 2015 (Tons) (USD Million)
Table 24 U.S cedarwood market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 25 U.S. rosemary market estimates, 2014 - 2015 (Tons) (USD Million)
Table 26 U.S rosemary market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 27 U.S. thyme market estimates, 2014 - 2015 (Tons) (USD Million)
Table 28 U.S. thyme market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 29 U.S. basil market estimates, 2014 - 2015 (Tons) (USD Million)
Table 30 U.S basil market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 31 U.S. citronella market estimates, 2014 - 2015 (Tons) (USD Million)
Table 32 U.S. citronella market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 33 U.S. spearmint market estimates, 2014 - 2015 (Tons) (USD Million)
Table 34 U.S. spearmint market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 35 U.S. others market estimates, 2014 - 2015 (Tons) (USD Million)
Table 36 U.S. others market estimates and forecast, 2016 - 2024 (Tons) (USD Million)
Table 37 U.S. essential oil market estimates by application, 2014 - 2015 (Tons)
Table 38 U.S. essential oil market estimates by application, 2016 - 2024 (Tons)
Table 39 U.S. essential oil market estimates by application, 2014 - 2015 (USD Million)
Table 40 U.S. essential oil market estimates by application, 2016 - 2024 (USD Million)
Table 41 U.S. essential oil market estimates and forecast by application, 2014 - 2015 (Tons) (USD Million)
Table 42 U.S. essential oil market estimates and forecast in flavors, 2014 - 2024 (Tons) (USD Million)
Table 43 U.S. essential oil market estimates and forecast in fragrances, 2014 - 2024 (Tons) (USD Million)
Table 44 U.S. essential oil market estimates and forecast in aromatherapy, 2014 - 2024 (Tons) (USD Million)
Table 45 U.S. essential oil market estimates and forecast in aromatherapy, 2014 - 2015 (Tons) (USD Million)
Table 46 U.S. essential oil market estimates and forecast in aromatherapy, 2014 - 2024 (Tons) (USD Million)

List of Figures

Figure 1 U.S. essential oils market - industry snapshot
Figure 2 U.S. essential oil market segmentation
Figure 3 U.S. essential oil market estimates and forecast, 2014 - 2024 (Tons) (USD Million)
Figure 4 U.S. essential oil market - value chain analysis
Figure 5 U.S. essential oil market dynamics
Figure 8 U.S. essential oil market - Porter’s analysis
Figure 9 U.S. essential oil market - PESTEL analysis
Figure 10 U.S. essential oil market share by product, 2015 & 2024
Figure 11 U.S. essential oil market share by application, 2015 & 2024

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