

Aromatherapy Diffuser Market Revenues to Reach 20.24 billion by 2028 - Market Size, Share, Forecasts, & Trends Analysis Report by Mordor Intelligence

According to a new market research report titled "[Aromatherapy Diffuser Market](#)," the market is estimated at USD 14.18 billion in 2023. It is expected to register a CAGR of 7.37% during the forecast period (2023-2028).

The aromatherapy diffuser market is fueled by consumer interest in meditation, massage therapies, and holistic healthcare. The growing number of spa centers installing high-quality diffusers to support their growth also contributes to the market's expansion. Increasingly, individuals seeking a healthy lifestyle and the numerous health advantages of essential oils are driving the demand for aromatherapy diffusers in homes and offices.

Report Summary:

Report Attribute	Details
Market Size (2023)	USD 14.18 billion
Market Size (2028)	USD 20.24 billion
CAGR (2023 – 2028)	7.37%
Study Period	2018 - 2028
Fastest Growing Market	Asia-Pacific
Largest Market	Europe
Forecast Units	Value (USD billion)
Report Scope	Market Dynamics, Revenue Forecast & Segmentation, Competitive Landscape & Recent Developments, Market Growth, Future Opportunities, and Trends
Key Market Drivers	Increasing consumer inclination toward meditation, massage therapies, and holistic healthcare.
	Increasing awareness about the benefits of essential oils.

Who are the top companies in the Aromatherapy Diffuser Market?

The market is competitive, with many local and international players. The sustainable competitive advantage through differentiation is high, as the manufacturers are increasingly innovating products in terms of customization, infusion, price, and features.

In 2023, the below-mentioned significant players collectively dominate the aromatherapy diffusers market with the majority market share:

- Puzhen Life Co. Ltd
- NOW Health Group Inc.

- ZAQ
- doTERRA International LLC
- Organic Aromas
- Aromis Inc.
- Edens Garden
- Newell Brands Inc.
- Alessi SpA
- Saje Natural Wellness

Other Reports That Might Be of Your Interest:

- [North America Aromatherapy Diffuser Market](#) - The North American aromatherapy diffuser market size is estimated at USD 672.95 million in 2023. It is expected to reach USD 870.39 million by 2028, registering a CAGR of 5.28% during the forecast period (2023-2028).
- [Vietnam Collagen Supplement Market](#) - The Vietnamese collagen supplements market size is expected to grow from USD 131.66 million in 2023 to USD 177.87 million by 2028, at a CAGR of 6.20% during the forecast period (2023-2028).

Key Highlights from the Aromatherapy Diffuser Market Report:

Demand for Essential Oils is Increasing

- Essential oils are considered a natural way to deal with mental health problems like anxiety, depression, and attrition. More and more people are also opting for self-medication to deal with different kinds of body aches and ailments.
- Essential oils, such as Ylang-ylang, chamomile, and clary sage, are associated with several physical, mental, and emotional health benefits. Chamomile essential oil is used to scrap anxiety and insomnia, while rosemary and geranium are used to improve mood.
- The high industrialization and urbanization rates in countries like India, China, Mexico, and Brazil have influenced end-user industries in these regions, leading to a greater demand for aromatics and fragrance therapies.

Asia-Pacific is Leading the Aromatherapy Diffusers Market

- The spa and wellness industry is growing, boosting the demand for luxury items like aromatherapy diffusers. The rising number of international tourists is another driving factor.
- Nowadays, consumers prefer to have the feel of a spa at their homes due to hectic lifestyles and a rise in various health problems. This desire encourages individuals to buy aromatherapy diffusers.
- The expanding premium product market, the increasing number of young consumers seeking luxury products, and the rapidly increasing popularity of social media and online retailers are driving up demand for aromatherapy diffusers.

What are the latest developments in the Aromatherapy Diffuser Market?

- In December 2022, Young Living launched two new limited edition essential oil diffusers in the United States, namely the Duet Diffuser and Sprout the Puppy Diffuser.

- In April 2022, WoodWick Candle Brand, a part of Newell Brands, launched its innovative WoodWick Radiance diffuser. It is a battery-operated diffuser with an easy-to-change refill process that does not require water.
- In March 2022, Saje Natural Wellness collaborated with The Little Market, a non-profit fair-trade shop featuring ethically sourced, artisan-made products, and launched a limited-edition Aroma Mosaic diffuser. It features an intricate etched hexagon-dash pattern inspired by The Little Market artisan community.

Mordor Intelligence has segmented the Aromatherapy Diffuser Market based on product type, distribution channel, and geography:

- Product Type
 - Ultrasonic
 - Nebulizer
 - Other Product Types
- Distribution Channel
 - Supermarkets/Hypermarkets
 - Convenience Stores
 - Specialty Stores
 - Online Retail Stores
 - Other Distribution Channels
- Geography
 - North America
 - United States
 - Canada
 - Mexico
 - Rest of North America
 - Europe
 - United Kingdom
 - France
 - Germany
 - Spain
 - Italy
 - Russia
 - Rest of Europe
 - Asia-Pacific
 - China
 - Japan
 - India
 - Australia
 - Rest of Asia-Pacific
 - South America
 - Brazil
 - Argentina
 - Rest of South America

- Middle East & Africa
 - South Africa
 - United Arab Emirates
 - Rest of Middle East & Africa

In a nutshell, the Mordor Intelligence Market Research Report is a must-read for start-ups, industry players, investors, researchers, consultants, business strategists, and all those looking to understand this industry. Get a glance at the [Aromatherapy Diffuser Market](#).

Mordor Intelligence constantly tracks industry trends. Some relevant market reports from the analysts that might be of interest to you:

- [Feminine Hygiene Market Report](#) - The feminine hygiene market size is estimated at USD 36.19 billion in 2023. It is expected to reach USD 45.78 billion by 2028, registering a CAGR of 4.81% during the forecast period (2023-2028).
- [Probiotics Market Report](#)- The probiotics market size is estimated at USD 73.37 billion in 2023. It is expected to reach USD 105.49 billion by 2028, registering a CAGR of 7.53% during the forecast period (2023-2028).
- [Functional Beverage Market](#)- The functional beverage market size is expected to grow from USD 148.26 billion in 2023 to USD 203.41 billion by 2028 at a CAGR of 6.53% during the forecast period (2023-2028).

About Mordor Intelligence:

[Mordor Intelligence](#) is a market intelligence and advisory firm. At Mordor Intelligence, we believe in predicting butterfly effects that have the potential to change or significantly impact market dynamics.

Our market research reports are comprehensive and provide exclusive data, facts and figures, trends, and the competitive landscape of the industry.