

Global Vetiver Oil Market to Reach USD 250 Million by 2034, Driven by Rising Demand for Natural and Sustainable Products

The global Vetiver Oil Market is set for steady growth, projected to reach USD 120 million in 2024 and expand to USD 250 million by 2034

VANCOUVER, BC, CANADA, September 10, 2025 /EINPresswire.com/ -- The global [Vetiver Oil Market](#) is set for steady growth, projected to reach USD 120 million in 2024 and expand to USD

250 million by 2034, registering a compound annual growth rate (CAGR) of 7.8%. The growth is supported by increasing consumer preference for natural and organic products, advancements in extraction technology, and the rising popularity of aromatherapy.

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Key Growth Drivers

Natural and Organic Demand: Consumers are shifting towards eco-friendly and organic personal care products. A report from the American Chemical Society shows a 10% year-on-year increase in global demand for organic personal care products in 2024.

Aromatherapy Boom: Vetiver oil is gaining popularity in aromatherapy due to its mental health and wellness benefits. The International Fragrance Association reported a 12% rise in essential oil consumption in 2024, with vetiver oil a key component.

Sustainability Initiatives: Public policies and research programs are boosting sustainable farming practices. The European Union's Horizon 2020 program allocated €80 million to natural product and sustainable agriculture research.

Market Segmentation

By Product Type:

Conventional Vetiver Oil remains widely used.

Organic Vetiver Oil is the fastest-growing segment, projected to grow at a CAGR of 8.5% between 2024–2034. Valued at USD 40 million in 2024, it is expected to reach USD 100 million by 2034, supported by rising demand for certified organic ingredients.

By Application:

Personal Care and Cosmetics dominate the market with 45% share in 2024, expected to grow at 7.5% CAGR, led by skincare and haircare uses.

Aromatherapy is the fastest-growing application, expected to expand at 9% CAGR, fueled by wellness trends.

Pharmaceuticals and Food & Beverages remain steady but smaller contributors.

Market Trends

Production Volumes: Global production is expected to reach 1,500 tons in 2024 and grow to 3,000 tons by 2034 (CAGR of 7.2%).

Regional Growth:

Asia-Pacific will lead with a 9% CAGR, driven by strong production in India and Indonesia.

Europe and North America will see moderate growth (5% and 4% CAGR, respectively), supported by steady personal care and aromatherapy demand.

Price Trends: Vetiver oil prices have been rising due to raw material shortages, supply chain pressures, and growing demand. In 2023, prices rose 8%, and in Q1 2024, prices climbed another 10%. AI-driven pricing strategies are helping companies improve margins by 2–3%.

Market Challenges

Regulatory Barriers: Compliance with international standards such as ISO and IFRA can be costly and time-consuming.

Supply Chain Vulnerability: Dependence on key producing regions like India makes the market sensitive to weather changes and geopolitical tensions. For example, unfavorable weather in India led to a 10% production decline in 2023.

Trade Issues: Import tariffs, such as the 5% tariff imposed by the U.S. in 2024, are affecting pricing and availability in some regions.

Leading Players

Key companies in the Vetiver Oil Market include:

Firmenich SA – Launched a sustainable vetiver oil line in 2024.

Givaudan

International Flavors & Fragrances Inc. (IFF)

These players are focusing on sustainable sourcing, innovation, and expanding their product portfolios.

Market Outlook

The Vetiver Oil Market is expected to maintain strong momentum over the next decade. Growth will be driven by:

Rising demand for organic and sustainable products in cosmetics and personal care.
Expanding use of essential oils in aromatherapy for mental health and wellness.
Investments in sustainable farming practices and advanced extraction methods, improving yield efficiency by 20%.

Browse The Full Vetiver Oil Market Report Description, Along With The Tocs And List Of Facts And Figures @ <https://www.reportsanddata.com/report-detail/vetiver-oil-market>

Vetiver Oil Competitive Strategies & Notable Developments

Top 10 Companies

Firmenich SA
Givaudan
International Flavors & Fragrances Inc.
Mane SA
Robertet Group
Symrise AG
Berje Inc.
Albert Vieille SAS
Essential Oils of New Zealand
Young Living Essential Oils

Strategy

Top players in the Vetiver Oil Market are competing through strategies such as sustainable sourcing, product innovation, and expansion of distribution networks. Firmenich SA and Givaudan are focusing on sustainable sourcing and product innovation to capture market share. International Flavors & Fragrances Inc. is expanding its distribution network to increase market reach.

Vetiver Oil Market Segmentation

By Product Type

Conventional Vetiver Oil

Organic Vetiver Oil

By Application

Personal Care and Cosmetics

Aromatherapy
Pharmaceuticals
Food and Beverages

By End User
Individual Consumers
Commercial Users

By Distribution Channel
Online Retail
Offline Retail
Direct Sales

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