

Rose Oil Market Projected to Reach USD 713.9 Million by 2032 | Persistence Market Research

North America's rose oil market grows as US demand rises, driven by natural product trends in aromatherapy, skincare, and personal care segments.

LOS ANGELES, CA, INDIA, September 29, 2025 /EINPresswire.com/ -- The global [rose oil market](#) is witnessing significant growth, propelled by increasing adoption in cosmetics, personal care, aromatherapy, and wellness products. Rose oil, renowned for its fragrance, therapeutic

properties, and skin benefits, is extensively utilized in perfumes, skincare formulations, essential oils, and aromatherapy solutions. The market caters to luxury and mainstream personal care segments, with rising consumer awareness of natural and organic products fueling demand.

The global rose oil market size is likely to be valued at US\$ 422.0 Mn in 2025 and is expected to reach US\$ 713.9 Mn by 2032, registering a CAGR of 7.8% during the forecast period from 2025 to 2032. Among product types, steam-distilled rose oil dominates the market owing to its superior purity and therapeutic properties. Geographically, Europe remains the largest regional market due to high consumption in the fragrance and cosmetic industries, followed by North America and Asia-Pacific regions.

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Key Highlights from the Report

- The global rose oil market is projected to reach US\$ 713.9 Mn by 2032.
- Steam-distilled rose oil leads the product segment due to its high purity and aroma.
- Cosmetics, skincare, and aromatherapy products constitute the major end-use segments.



- Europe dominates the market with significant consumption in luxury fragrance and personal care industries.
- Rising demand for natural, organic, and clean-label products is fueling market growth.
- Increasing consumer focus on wellness, aromatherapy, and self-care continues to accelerate adoption.

Market Segmentation

The rose oil market is segmented based on product type, end-user, and application. Steam-distilled rose oil dominates the product segment because of its premium quality, aromatic profile, and high therapeutic value. Solvent-extracted and CO₂-extracted rose oils follow as alternatives, especially in skincare and cosmetic formulations requiring concentrated fragrance.

End-user segmentation highlights cosmetics and personal care as the largest segment, driven by increasing demand for premium skincare and fragrance products. Aromatherapy, wellness, and spa applications are gaining traction due to rising consumer awareness of mental and physical well-being.

Regional Insights

Europe leads the global rose oil market due to the strong presence of luxury cosmetic and fragrance brands, consumer preference for natural ingredients, and established rose oil production hubs in countries like Bulgaria and Turkey. North America is witnessing steady growth driven by increasing use of aromatherapy and natural skincare products. Asia-Pacific is the fastest-growing region due to rising disposable income, expanding beauty and wellness industries, and growing urban consumer base. Latin America and the Middle East & Africa show moderate growth, supported by niche luxury cosmetics and perfumery demand.

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Market Drivers

The rose oil market is primarily driven by the rising global demand for natural and organic personal care products, increasing use in aromatherapy and wellness applications, and growing consumer inclination toward premium skincare and fragrance products. Expansion of luxury cosmetic brands, rising urbanization, and higher disposable income in emerging economies are further fueling market growth. Technological innovations in extraction methods ensuring high-purity oils and sustainable production practices are also enhancing market adoption.

Market Restraints

Despite promising growth, the market faces challenges such as high raw material costs, climate-dependent cultivation, and labor-intensive extraction processes. Price volatility, adulteration risks, and stringent quality regulations in cosmetic and food applications may restrain market expansion. Additionally, limited availability of premium-quality rose varieties and environmental concerns related to large-scale cultivation can pose challenges for some market players.

Company Insights

Key players operating in the rose oil market include:

- Givaudan SA
- Symrise AG
- Mane SA
- Robertet Group
- International Flavors & Fragrances Inc.
- Firmenich SA
- Young Living Essential Oils
- DoTERRA International LLC
- Pure Indian Foods
- Khadi Natural

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Recent Developments:

- Mane SA launched a premium organic rose oil line for luxury skincare and perfumery applications.
- Symrise AG introduced an eco-friendly, high-purity rose oil extract for aromatherapy and wellness products.

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[Children Mattress Market Size:](#) The global children mattress market is forecasted to expand at a CAGR of 6.9% and thereby increase from a value of US\$ 2.7 Bn in 2023 to US\$ 4.4 Bn by the end of 2030.

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