

Essential Oil Market Report

24
/
11
/
25



Eucalyptus oil /Eucalyptol

 Eucalyptus Globulus,Labill.

 Yunnan

CAS NO : 8000-48-4

FEMA : 2466

In China, the Eucalyptus oil production areas are mainly concentrated in provinces like Yunnan, Jiangxi, Guangxi and Guizhou. Eucalyptus globulus is distributed in the prefectures of Yunnan like Chuxiong, Xiangyun, Binchuan and Baoshan. The major Eucalyptus oil of Yunnan refers to Eucalyptus globulus oil and it's mostly from Dali and Lincang.

Recently, due to price factors, farmers are losing motivation for processing Eucalyptus oil significantly. The main reason is that the rising labor costs exceed the selling price. The daily yield is 3-4kgs but the farmers are not willing to expand extra production. It makes the low stock levels of the farmers generally. In Lincang area, although the planting area is relatively large. The continued lower prices have reduced the farmers interest to process. The average daily amount of baking oil is only 5-10 kg, and the overall output is on a downward trend. According to the market, the stock of purchaser is about 20 tons, and the annual purchase volume is between 200-300 tons.

Geranium oil

 Pelargonium graveolens Lherit

 Yunnan

CAS NO : 8000-46-2

FEMA : 2508

In China, the Geranium oil production areas are mainly concentrated in Yunnan province and Sichuan province. The cultivation and oil production of Geranium in Yunnan are distributed in counties like Binchuan, Heqing and Yongsheng.

In recent years, the planting area of Geranium has been reduced, due to the shift to other cash crops in the main producing areas. In addition, the high cost of baking oil and low purchase price make the production by farmers decreased. As the year come to a close and we're out of the oil-producing season, farmers have almost sold out of geranium oil. In Dali, the weekly purchase volume of the purchaser is only a few hundred kilograms, and the stock is also maintained at about 500 kgs only. As a result, the market price of geranium oil has risen to a certain extent, with an increase of about 9% compared to Sep..



Citronella oil

 *Cymbopogon Winterianus* JowittCas  Yunnan

CAS NO : 8000-29-1

FEMA : 2308

In China, the Citronella oil production areas are mainly concentrated in Yunnan, south area of Yunnan like Lvchun and Yinjiang.

Recently, the market demand of Citronella oil is strong but the supply shortages seem to be continued. This has led to a general price increase. According to the local purchases' news: Although the farmers have stocks, some of them expect to sell at a higher price, and the others are planning to sell only part of stocks to raise funds for the National New Year approaching. Overall, the price of citronella oil has shown a continuous upward trend.



Wintergreen oil

 *Gaultheria Procumbens*

 Yunnan

CAS NO : 8000-28-6

In China, the Wintergreen oil production areas are mainly concentrated in Yunnan, southeast and northeast areas. It's known that raw trees are mostly wild and rarely cultivated. Wild wintergreen trees are growing at mountain areas like Deqin, Lijiangyongsheng, Daliyangbi, Eryuan, Weishan , Yunlong, Baoshan, Lincang and Simaojinggu.

At present, the supply and demand of Wintergreen oil market are relatively stable, and the price has also remained at a relatively stable level.

Star anise oil /Anethol

 *Pelargonium graveolens* Lherit

 Yunnan

CAS NO : 8007-70-3

FEMA : 2096

In China, the Star Anise oil and Anethol production areas are mainly concentrated in provinces like Guangxi and Guangdong. Star anise is divided into spring anise and autumn anise according to the ripening season, the spring anise is which ripens at Feb. to Mar. so the autumn anise is at Aug. to Oct..

At present, The yield of anise oil is relatively low. Since the foreign market mainly uses the leaf oil, so the fruit oil is not favored, no one distills it. Stocks of leaf oil are generally maintained at 4-5 tons, the purchasers don't hand a large quantity. Large-scale acquisition production is usually carried out only when an order is received. The recent price is falling down, due to the relatively thin market conditions.





Litsea cubeba oil/Citral

 Litsea Cubeba(Lour.)
CAS NO : 68855-99-2

 Yunnan
FEMA : 3846

In China, the Litsea cubeba oil production areas are mainly concentrated in provinces like Yunan, Hunan, Guangxi, Jiangxi. In Yunnan, mostly Wenshan and Baoshan county.

The average distilling output of a farmer can reach 1 ton every 3 days, and the average annual output is about 5-10 tons.

Otherwise, we're out of the season. Most farmers have already sold all their oil, and only a few still keep some of their stocks and expect for a price increase. According to industry news, the total stock in China currently does not exceed 300 tons. As in previous years, the less stocks, the higher price.

Essential oils get attention word cloud



Modern consumer attitudes towards perfumes and fragrances

According to the latest market data, the fragrance market is experiencing rapid growth, especially in the Asian market. Consumers are no longer buying perfume just to mask body odor, but more to express personality and emotion. According to statistics, the global perfume market will reach billions of dollars in sales in 2023. When choosing a perfume, consumers often consider the brand image, fragrance, durability and other factors. Perfume becomes a means of self-expression and a silent language in social situations. Perfume experts believe that the choice of perfume reflects a person's taste and lifestyle, and it can convey a person's personality and emotional state in a short time.



According to the detailed division of the population, the six trends of perfume consumption and interest, namely, "smell people, smell business cards", "fragrance relaxation, mood delight yourself", "with fragrance into makeup, fashion items", "natural, natural", "cultural identity, Eastern implication" and "changing self, often new and often changing".

Through observation and analysis, quality fragrance men and delicate luxury fragrance school expect to enhance social sense by "smelling people" and create odor business cards on the social field. 91% of this group of people will choose to wear incense during parties to express themselves and make identity markers stand out. The relaxation and self-pleasing value brought by fragrance are the decision-making factors for senior fragrance buyers. In XiaoHongshu, they pay attention to "feeling first", more than 73% of users enjoy the inner pleasure and relaxation brought by perfume, and emotional healing has become the second largest demand for them to wear fragrance. As an important part of makeup collocation, perfume is expected to be regarded as a fashion item by delicate luxury fragrance school, senior fragrance family and new fragrance taste group, so as to mobilize the form of smell, create a mutual resonance between stylized and "human" sense, and make perfume an atmosphere to express self-completion. At present, the topic of raw material ingredients is increasingly hot, perfume ingredients "take natural" is the advantage of the brand based on the market, about 1/4 of the perfume users hope that the ingredients are friendly to the environment, the ingredient reduction degree is high, and the natural perfume can play a role in mood healing, and can attract consumers to buy incense desire. In recent years, the rise of the new Chinese style has also led the new flavor taste group to seek a "cultural identity" with eastern implications, among which, China's new consumer brands accounted for 11, the future, more multinational tide new brands to strengthen cultural attributes, attract more Oriental flavor lovers. From the perspective of the overall development of the perfume market, the users of perfume consumption are mature, the "olfactory economy" will maintain rapid growth, and the future prospects are broad, and the rise of young consumer groups makes perfume products move towards a wider space.





YUNNAN LORRAINE AROMATIC PRODUCTS CO.,LTD.

For more information, please visit:www.lorraine-china.com

E-mail: lorraine@lorraine-china.com

[telephone : 0871-6331 5899](tel:0871-63315899)