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# Rose Oil Market Research Report – Global Forecast till 2032

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## Description:

### Global Rose Oil Market Overview

Rose Oil Market Size was valued at USD 0.4 Billion in 2022. The rose oil market industry is projected to grow from USD 0.43 Billion in 2023 to USD 0.81 Billion by 2032, exhibiting a compound annual growth rate (CAGR) of 8.19% during the forecast period (2023 - 2032). The inclination of consumers for natural and organic ingredients in everyday items and the product's pleasant rose smells also promote calmness and relaxation, which are the key market drivers enhancing the market growth.

### Rose Oil Market

Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review

### Rose Oil Market Trends

- **Increasing cosmetic and fragrances industry demand is driving the market growth**

Market CAGR for rose oil is driven by the increased consumer demand for rose oil, notably from the cosmetics and personal care industry, as well as rising consumer awareness of the benefits of using natural goods over artificial ones, which drive the growth of the rose oil market. As a result of the rising demand from the cosmetic industry to produce organic products, organic rose oil is predicted to rise at a strong rate throughout the projection period.

Additionally, the product's increased use in producing perfumes with a flowery and fruity essence, the cosmetic and fragrance segment is a significant application segment in the market. Furthermore, producers are employing rose oil to create premium-grade items to meet the growing customer demand for organic products, which is boosting the segment's growth and helping the economy. Since there is so much money to be earned in this industry, many rose oil producers are drawn to it. They are extensively funding research and development to create rose oils with more appealing scents and more medicinal and healing abilities. Additionally, they can justify charging extra for these. For instance, A significant producer of rose oil is Sigma-Aldrich. They have maintained their competitiveness by making significant investments in R&D. As a result, they have been able to create new product generations with improved and more creative applications. Thus, consumers' preference for natural and organic components in everyday items is growing. The product's pleasant rose smells also promote calmness and relaxation, driving the rose oil market revenue.

### Rose Oil Market Segment Insights

#### Rose Oil Type Insights

The rose oil market segmentation, based on type, includes rose otto, rose absolute, and others. The rose otto segment dominated the market, accounting for 39% of market revenue (0.156 Billion). It assists in providing an even complexion by reducing skin redness. Additionally, the ability of this product to lessen and treat skin inflammation makes it more popular with consumers. Customers with dry and sensitive skin tend to favor the product more because it helps calm and moisturize the skin for a longer time.

#### Rose Oil Category Insights

The rose oil market segmentation, based on category, includes organic and conventional. The conventional category generated the most income (70.4%), with the highest CAGR. The segment's growth is fueled by the persistent demand for rose oil, which is grown using traditional methods and

used to make fragrances and perfumes. These aromatic products often have no negative effects on the skin because they are used to fill the air with a pleasant perfume.

### Rose Oil Application Insights

The rose oil market segmentation, based on application, includes food & drinks, fragrance & perfumes, cosmetics & toiletries, and others. The fragrance & perfumes category generated the most income (67.6%) with the highest CAGR. The increase in consumer taste for floral and fruity-noted scents is blamed for the sales growth. The fragrance market's growth will probably aid this product's expansion. Several premium brands are also releasing perfumes with a rose texture to appeal primarily to female consumers.

**Figure 1: Rose Oil Market, by Application, 2022 & 2032 (USD Billion)**

Rose Oil Market, by Application, 2022 & 2032

**Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review**

### Rose Oil Regional Insights

By region, the study provides market insights into North America, Europe, Asia-Pacific, and the Rest of the World. The North American rose oil market will dominate as the regional market has grown due to the increased use of rose oil-based personal care products for skin-related disorders among people in the region's countries.

Further, the major countries studied in the market report are The US, Canada, Germany, France, the UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

**Figure 2: ROSE OIL MARKET SHARE BY REGION 2022 (USD Billion)**

ROSE OIL MARKET SHARE BY REGION 2022

**Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review**

Europe's rose oil market accounts for the second-largest market share because Bulgaria has a significant number of participants and is one of the top producers of rose oil. Further, the German rose oil market held the second-largest market share, and the UK rose oil market was the second-largest growing market in the European region.

The Asia-Pacific rose oil market is expected to grow at the fastest CAGR from 2023 to 2032. This is due to the region's favorable climate for growing rose plants and the presence of certain important players from countries like India. Consuming rose-flavored sweets and other items is one of India's oldest customs, and this, together with greater public understanding of the benefits of creams made with rose oil, is anticipated to considerably contribute to the region's market's further expansion. Moreover, China's rose oil market held the largest market share, and the Indian rose oil market was the fastest-growing market in the Asia-Pacific region.

### Rose Oil Key Market Players & Competitive Insights

Leading market players are investing heavily in research and development to expand their product lines, which will help the rose oil market, grow even more. Additionally, market participants are engaging in a variety of strategic initiatives to increase their footprint, with important market developments including new product launches, contractual agreements, mergers and acquisitions, higher investments, and collaboration with other organizations. The rose oil industry must offer cost-effective items to expand and survive in a more competitive and rising market climate.

Manufacturing locally to minimize operational costs is one of the key business tactics manufacturers use in the rose oil industry to benefit clients and increase the market sector. In recent years, the rose oil industry has offered some of the most significant advantages to medicine. Major players in the Rose Oil market, including Sigma-Aldrich, Inc.; Alteya Organics, LLC; Givaudan SA; Ernesto Ventos SA; Firmenich International SA; V. MANE FILS SA; Robertet SA; International Flavors & Fragrances Inc.; Symrise AG; and BERJÉ INC., are attempting to increase market demand by investing in research and development operations.

Sigma-Aldrich Corporation operates as a life science and biotechnology company. The company provides laboratory support, research, custom weighing, packaging services, and chemical and biological products. Sigma-Aldrich provides services to clients all over the world. For instance, to better serve its customers in the United States, the United Kingdom, India, China, South Korea, and Japan, Robertet Group, a French producer of fragrance, flavor, and aromatic products, has decided to provide new flavors based on roses in the first quarter of 2021.

Robertet SA produces liquid flavorings, perfumes, and associated natural aromatic ingredients. In addition to the Americas, the Company also works in Europe and Asia. For instance, Robertet Group, a French manufacturer of fragrance, flavor, and aromatic products, has decided to launch new rose-based flavors in the first quarter of 2021 for its clients in the United States, the United Kingdom, India, China, South Korea, and Japan.

**Key Companies in the Rose Oil market include**

- Sigma-Aldrich, Inc.
- Ernesto Ventos SA
- Alteya Organics, LLC
- Givaudan SA
- Firmenich International SA
- Symrise AG;
- X'MANE FILS SA
- Robertet SA
- International Flavors & Fragrances Inc.
- BERJÉ INC.

### **Rose Oil Industry Developments**

**In 2023:** For its Taif Rose Festival, which will take place during the harvest season, Saudi Arabia has invested close to \$17 million in producing roses. According to reports, Taif province has more than 910 rose fields, nearly 70 rose processing facilities, and labs for producing 80 items used to make rose oils and other personal care goods and scents.

**April 2023:** A significant producer of organic skincare and baby care goods, Alteya Organics, provided numerous rose-based goods to nations in Asia and Europe. The action will encourage the market for rose oil to grow internationally.

### **Rose Oil Market Segmentation**

#### **Rose Oil Type Outlook**

- Rose Otto
- Rose Absolute
- Others

#### **Rose Oil Category Outlook**

- Organic
- Conventional

#### **Rose Oil Applications Outlook**

- Food & Drinks
- Fragrance & Perfumes
- Cosmetics & Toiletries
- Others

#### **Rose Oil Regional Outlook**

- North America
  - US
  - Canada
- Europe
  - Germany
  - France
  - UK

- Italy
- Spain
- Rest of Europe
- Asia-Pacific
  - China
  - Japan
  - India
  - Australia
  - South Korea
  - Australia
  - Rest of Asia-Pacific
- Rest of the World
  - Middle East
  - Africa
  - Latin America

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FIGURE 11	Global Rose Oil Market Size, by Application, 2023
FIGURE 12	Share of Global Rose Oil Market, by Application, 2023–2032

