

North America Aromatherapy Diffuser - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The North America Aromatherapy Diffuser Market size is estimated at USD 745.89 million in 2025, and is expected to reach USD 964.72 million by 2030, at a CAGR of 5.28% during the forecast period (2025-2030).

Key Highlights

- Aromatherapy is a holistic healing treatment that uses natural plant extracts to promote health and well-being. Aromatherapy uses aromatic essential oils such as chamomile, lavender, and clary sage to enhance physical and emotional health. An aromatherapy diffuser is a gadget used to disperse essential oil into the air and natural fragrance in a wide area. Thus, the use of essential oil/diffuser oil in several treatments has led to significant growth in demand for aromatherapy diffusers in the market.
- Aromatherapy has been gaining popularity as a form of alternative therapy for mental wellness, and this trend is expected to continue in the medium term. Aromatherapy diffusers are used to disperse essential oils into the air, providing therapeutic benefits such as stress relief, relaxation, and improved mood. With the growing interest in natural remedies and wellness practices, the demand for aromatherapy diffusers is expected to increase in North America.
- In recent years, consumers have shifted their preference to using aromatherapy diffusers instead of traditional incense candles for a relaxing, soothing experience, which fosters the market's growth. Furthermore, aerial diffusion of essential oils is perceived as more effective and convenient than its counterpart, i.e., topical application, which is estimated to boost the market growth of aromatherapy diffusers during the forecast period.
- Aromatherapy diffusers have become increasingly popular in recent years, not only for their ability to improve air quality but also for their ability to create a relaxing and pleasant atmosphere. As a result, the demand for functional combo sets, which typically include an aromatherapy diffuser and a selection of essential oils, is expected to increase in the North American aromatherapy diffuser market. These combo sets provide customers with a convenient and cost-effective way to try out different essential oils and to experience the full benefits of aromatherapy.

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North America Aromatherapy Diffuser Market Trends

Increasing Demand From Spas and Wellness Centers

- Aroma oil diffusers are extensively used in wellness centers during body massage and spa treatments. The beauty and spa industry is expected to grow considerably, further increasing the usage of aroma oil diffusers. According to data from the annual 2022 US Spa Industry Study, conducted by PricewaterhouseCoopers (PwC) on behalf of the International Spa Association (ISPA), spas across the US generated USD18.1 billion in revenues in 2021, marking an almost 50 percent increase compared to 2020 (USD 12.1 billion).
- The 2022 report also found spa visits increased by nearly 40 percent - shifting from 124 million in 2020 to 173 million in 2021. Thus, the increasing consumer visit to spas further drives the demand for aromatherapy diffusers in the regional market. Innovation and technological developments will likely play major roles in the aroma oil diffusers market.
- Over the years, the personal grooming and beauty industry has made massive strides. As people become increasingly vanity conscious, they invest a substantial portion of their disposable incomes toward personal grooming products and services. Furthermore, rising individual stress levels and increased pollution levels have prompted men and women to opt for regular face clean-up sessions, resulting in visiting spa and wellness centers, further fuelling the demand for aromatherapy diffusers.

United States Holds the Largest Market Share

- The United States occupies a majority of the share of the North American aromatherapy diffuser market, owing to the increasing demand for relaxing and pleasant aromatic ambiance in working spaces. Subsequently, the demand for essential oil has been increasing in the United States due to the increasing preference for natural ingredients for treating anxiety, stress, and depression. As a result, the country imports a variety of essential oils from multiple countries.
- For instance, according to the International Trade Centre (ITC) data, the United States imported 52,479 tons of essential oil from the rest of the world in 2021. Thereby, the rising sales of essential oils are positively impacting the sales of aromatherapy diffusers in the country during the study period.
- The growing interest in at-home aromatherapy and the increasing awareness among millennials about the importance of mental wellness are some of the factors driving the demand for aroma diffusers. Aroma diffusers are becoming popular because they provide a convenient and affordable way to enjoy the benefits of aromatherapy at home, which includes relaxation, stress relief, improved sleep, and mood enhancement. Furthermore, the United States' favorable laws and regulations for cultivating essential oil crops are expected to boost the regional demand for essential oils and aromatherapy diffusers.
- Aromatherapy has become increasingly popular in recent years, and unsurprisingly, consumers are exploring different types of products to experience their benefits at home. Candle and ceramic diffusers are great options for those who prefer a more decorative and aesthetic approach to aromatherapy. Local brands launching new collections can also provide consumers a wider range of options and scents.
- For instance, in June 2021, Candle-lite Company launched cannabidiol (CBD)-infused candles and wax melts under its Essential Elements brand. These candles feature essential oils in natural soy wax, layers of botanicals, woods, and other elements of nature to deliver an aromatherapy experience.

North America Aromatherapy Diffuser Industry Overview

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Market players are inclined toward designing consumer products that offer increased comfort and convenience. The consumer-tech industry is also thriving, with abundant products and services enhancing people's lives. Artificial intelligence, built into products and mobile applications, customizes consumer experiences. Augmented and virtual reality is used in multiple ways, including homecare, education, and healthcare. Moreover, these companies are increasing their investments in research and development (R&D) to develop products in line with consumer needs, expand their presence, and maintain their position in the market studied. Domestic companies and international players, such as doTERRA, Edens Garden, Young Living Essential Oils Inc. Newell Brands Inc., and Organic Aromas, among others, equally dominate the significant market share of aromatherapy diffusers.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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