

Citral Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook (2025-2034)

Market Report | 2025-06-28 | 155 pages | EMR Inc.

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Report description:

The global citral market size reached around USD 3.34 Billion in 2024. The market is projected to grow at a CAGR of 6.70% between 2025 and 2034 to reach nearly USD 6.39 Billion by 2034.

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Global Citral Market Growth

Increasing consumer awareness regarding the importance of personal hygiene has prompted individuals to switch to effective detergent formulas which impart a unique fragrance to personal clothing while effectively removing germs. As per the market analysis, dirty clothes contain 70% body oils, sweat, dead skin cells, and small quantities of soil. Moreover, an average adult sweats 6 litres daily, 50% of which occurs in sock-covered feet. This is expected to increase the frequency of laundry operations worldwide and can also boost citral market size. In the United States, 100 million tons of clothes are washed in 35 billion loads in washing machines annually. Also, an average American spends around USD 100 on laundry detergent and USD 50 on dry cleaning.

Moreover, major manufacturers are incorporating citral as an aromatic ingredient in mosquito repellent sprays to enhance the consumer appeal for their products while ensuring high standards of safety. Citral is also being extensively used to make air freshers, scented candles, diffusers, room sprays, and cleaning products, thereby leading to citral market expansion.

Key Trends and Developments

Rising appeal for menthol soaps; growth of fragrance industries; technological advancements; sustained demand for natural products; and increasing therapeutic applications are factors favouring the citral market growth.

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October 2024

The Wanhua Chemical Group launched the world's largest citral production plant in Yantai, China, with an annual capacity of 48,000 tons.

April 2024

Takasago International Corporation established a new fragrance centre in Mumbai with the objective of conducting research and development, and sensory evaluation of its fragrance products in India. This is expected to shape the citral market outlook positively.

March 2023

BASF announced a large-scale investment towards increasing its production of aroma ingredients and flavours with the establishment of a new production plant in China and Germany.

Rising appeal for menthol soaps

Menthol soaps offer a cooling sensation on skin. They contain anti-inflammatory properties which prevents acne breakouts and enhance the effectiveness of using skincare products by boosting their absorption.

Growth of fragrances industry

This trend can be attributed to the increasing demand for cosmetics and personal care products, such as shampoos, conditioners, lotions, and sunscreens, among others. As the demand for fragrant products rises, citral market is expected to grow.

Sustained demand for natural products

Citral is extensively used as a natural preservative by the food processing industry for maintaining the shelf life of perishable products by inhibiting the growth of harmful fungi and bacteria.

Technological advancements

Rapid technological innovations in citral extraction and synthesis have aided in citral market development by making product's production more cost-effective and efficient.

Increasing therapeutic applications

Citral is extensively used for providing aromatherapies as it has been found to alleviate stress, improve mood levels, and provide relief from minor ailments such as headaches.

Global Citral Market Trends

The Takasago International India Fragrance Centre (TIIFC) has an annual production capacity of around 20,000 tons. By collaborating with prominent FMCG companies in India, Takasago has witnessed a growth of around 40% over the past few years, thereby creating a favourable citral market outlook. The company enjoys a business of INR 1500 million in India and has recorded

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10 times increase in its business volume since establishment. This is expected to attract more chemical manufacturers to the nation and propel the market growth.

Global Citral Industry Segmentation

The EMR's report titled "Global Citral Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Product Type:

- Natural
- Synthetic

Market Breakup by Application:

- Synthesis of Vitamin A and E
- Lemon Essence
- Menthol
- Others

Market Breakup by End Use:

- Cosmetics and Personal Care
- Household Care
- Laundry Detergents and Cleaners
- Dishwashers
- Pharmaceuticals
- Food and Beverages
- Air Care
- Others

Market Breakup by Region:

- North America
- Europe
- Asia Pacific
- Middle East and Africa
- Latin America

Global Citral Market Share

Based on region, the market is segmented into North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. Over the forecast period of 2024-32, the Asia Pacific is expected to grow at a CAGR of 7.4% due to the growth of the fragrance industry in the region. As per the market analysis, the demand for citral in India is expected to increase at a CAGR of 8.5%, due to the increasing demand for cosmetics products by women in the country.

Leading Companies in the Global Citral Market

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Major players are establishing strategic partnerships with FMCG companies to gain a substantial citral market share.

International Flavors & Fragrances Inc.

International Flavors & Fragrances Inc. was founded in 1958 and is headquartered in New York, United States. It is engaged in manufacturing natural ingredients, perfumes, probiotics, and other fragrance and flavour solutions across 100 R&D centers worldwide to serve nearly 33, 000 customers.

Symrise AG

Symrise AG was founded in 2003 and is headquartered in Lower Saxony, Germany. It is engaged in producing flavours, fragrances, and active cosmetic ingredients, from natural raw materials.

Privi Speciality Chemicals Limited

Privi Speciality Chemicals Limited was founded in 1992 and is headquartered in Navi Mumbai, India. As per citral market analysis, is a leading chemical manufacturing company which specialises in the production of citronellyl acetate, pine oil, and amber fleur, among other chemicals.

Takasago International Corporation

Takasago International Corporation was founded in February 1920 and is headquartered in Tokyo, Japan. It is engaged in producing and selling aroma ingredients, fine chemicals, flavours, and fragrances.

Other players included in the citral market report are Kalpsutra Chemicals Pvt. Ltd., Industrial And Fine Chemicals, BASF SE, Kuraray Co., Ltd., Merck KGaA, and Jayshree Aromatics Pvt. Ltd., among others.

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