

Jojoba Oil Market to Reach USD 270.08 Million by 2032 Amid Rising Demand for Natural Ingredients

The Jojoba Oil Market is growing as demand for natural, organic skincare rises, driven by consumer preference for sustainable and versatile ingredients.

AUSTIN, TX, UNITED STATES, February 13, 2025 /EINPresswire.com/ -- The global [Jojoba Oil Market](#), valued at USD 140.87 Million in 2023, is projected to reach USD 270.08 Million by 2032, growing at a CAGR of 7.50% from 2024 to 2032. Jojoba oil market growth is primarily driven by increasing consumer preference for natural and organic ingredients, growing demand for jojoba oil in the cosmetics and personal care industry, and rising awareness of the oil's benefits in pharmaceutical and industrial applications.



Innovations in Extraction Techniques Drive Market Growth

Human access to natural & Chemical hair and skincare to take care of them without unwanted or harmful effects of impure chemicals has added to the adoption of jojoba oil as a sustainable alternative to synthetic ingredients. Jojoba oil, held in the highest regard as it bears a similar profile to human sebum, is primarily utilized in moisturizing creams, anti-aging products, and hair conditioners due to its high oxidative stability.

With further improvements in the purity of the oil attained from cold-press extraction methods, in addition to the means of sustainable harvesting, the oil has become more attractive to all fields. Furthermore, manufacturers are engaged in research & development to launch organic and fair-trade certified jojoba oil, as well as in accordance with the clean beauty movement and eco-conscious consumer trends.

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Key Players:

- Ecooil (Eco Jojoba Oil)
- Purcell Jojoba (Pure Jojoba Oil)
- ConnOils LLC (Jojoba Oil 100%)
- Inca Oil SA (Inca Jojoba Oil)
- JD Jojoba Desert (Desert Jojoba Oil)
- Jojoba Naturals (Jojoba Skin Oil)
- Nutrix International LLC (Nutrix Jojoba Oil)
- OPW Ingredients GmbH (OPW Jojoba Oil)
- US Organic Group Corp, (Organic Jojoba Oil)
- Hallstar (Hallstar Jojoba Oil)
- Desert Whale Jojoba Company (Jojoba Oil)
- The Jojoba Company (Australian Jojoba Oil)
- A&A Fratelli Parodi (Jojoba Oil Fragrance)
- Jojoba Desert (Pure Jojoba Oil)
- Organic Jojoba Oil Company (Certified Organic Jojoba Oil)
- Forever Living Products (Forever Jojoba Oil)
- Noble Extraction (Noble Jojoba Oil)
- Jojoba Valley (Golden Jojoba Oil)
- Eden Botanicals (Jojoba Oil Refined)
- Botanic Innovations (Jojoba Oil Blend)

By Type: Cold-Pressed Jojoba Oil Held the Largest Market Share at 64.5% in 2023

Cold-pressed jojoba oil dominated the market due to its superior quality and higher retention of beneficial compounds, such as vitamin E and essential fatty acids. The cold-pressing method ensures that the oil remains unrefined and retains its natural properties, making it highly preferred in the cosmetics and pharmaceutical sectors.

Expeller-pressed and refined jojoba oils are also gaining traction, especially in industrial applications, where purity and odorless formulations are required for lubricants and bio-based products.

By Application: Cosmetics & Personal Care Held the Largest Market Share at 74.2% in 2023

The reason behind this domination is the enhanced need for naturally and organically derived products. Consistent use of supplemental hair care products containing jojoba oil is extremely effective against hair loss and also improves hair thickness, hair texture, and hair quality. Additionally, it is an excellent treatment for dry and itchy scalps and also for split ends! Apart from its hair benefits, jojoba oil is widely used in cosmetics such as lipsticks, makeup removers, lip balms, and nail polish. The popularity of this ingredient in the making of these beauty products is due to its versatility and efficacy.

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North America to Continue Leading the Market with a 36% Share in 2023

North America held the largest share of the jojoba oil market, driven by strong demand for natural cosmetics and a well-established personal care industry. The U.S. is at the forefront, with major beauty brands incorporating jojoba oil into premium skincare formulations.

Government initiatives promoting organic farming and sustainable ingredient sourcing further support market growth. Additionally, Canada has witnessed an increase in demand for organic and cruelty-free beauty products, boosting the adoption of jojoba oil among manufacturers and consumers alike.

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