

# CBI webinar: Market entry methods for natural essential oils

**11 November 2021** Netherlands [Natural Ingredients for Health Products](#)

The Centre for the Promotion of Imports from Developing Countries (CBI) invites you for a new market intelligence webinar. This webinar focuses on the natural ingredients sector.

Europe has one of the largest markets in the world for natural essential oils. Apart from cosmetics and fragrances, companies are using natural essential oils more and more in aromatherapy products.

This webinar gives an overview of the European market for natural essential oils. It also covers market entry guidelines for exporters.

During this webinar, we will answer the following questions:

- What is the demand for natural essential oils in Europe?
- What trends are creating growth in the natural essential oils market?
- What sustainability and certification schemes are the most important?
- What is the value chain for natural essential oils?
- Which natural essential oils are trending?
- What market entry challenges can you expect?
- Which opportunities are there for producers in developing countries?

## For whom?

The webinar is for entrepreneurs and business support organisations active in the natural ingredients sector.

## Agenda:

10:00 – 10:05 CET: Opening remarks and introduction to CBI.

10:05 – 10:35 CET: Ecovia Intelligence presentation: Market entry methods for natural essential oils.

10:35 – 10:55 CET: Guest speakers from a natural essential oils company.

10:55 – 11:15 CET: Questions and answers session.

## Presenter:

**Iveta Kovacova**, Research Manager at [Ecovia Intelligence](#)

Iveta leads research and analysis projects on natural and sustainable products and industries. She has worked in market research and consulting for over 10 years.

**Join us for this webinar on 11 November 2021 at 10:00 – 11:15 CET.**

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