

ESSENTIAL OILS

# MARKET REPORT

WINTER 2024

HAPPY NEW YEAR!



**Ultra International**

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Trees are left naked from winter's rasp, with snowy mountain peaks in the background, and the sky is rolling with quiet clouds. Scents have the power to evoke a host of memories, and few scents bring Christmas to the fore like the fresh aroma of pine needles and fir trees. The scent of freshly baked cookies fills the heart with warmth, and the sweet fragrance of velvety chocolate and melting marshmallows is winter essential. Nostalgic holiday scents signal the season to be jolly. At Ultra, our commitment to relish the finest aromas has scripted another incredible year, and we are forever grateful for the support of our collaborators.

As we get ready to bid adieu to 2024, we revisit some trends that have caught the customer mindset, and functional foods and beverages are one of them. Over the last few years, multiple incidents across the globe have prompted a shift in the customer mindset towards immunity-boosting and wellness foods. Consumers are increasingly conscious of what they eat and how it benefits the body. In this report, we explore how there is a growing demand for foods that cater to specific body requirements, rather than providing a holistic well-being experience.

From foods that make you feel good, to scents that have the power to heal, this report answers an intriguing question: what if fragrances could zap away stress and make you smile with just a whiff? That's what neuroscents are offering. Neuroscents are mood enhancers, putting the power of feelings in the customer's hands. Whether the need of the hour is to relax, feel energised, or help focus, there is a scent serving each purpose. Today, companies are using AI and neuroscents to create formulas that are driven by individual choices.

While 2024 saw tons of innovations and creativity in the essential oils space, we wrapped up the year with a walk down memory lane. Ultra International was proud to participate in IFEAT 2024. The event was hosted in the heart of Bangkok's urban sprawl, at the tranquil oasis of the Marriott Marquis Queen's Park. As platinum sponsors of the event, the Ultra team put on a remarkable display of creativity and innovation, with a touch of nostalgic charm. Taking a leaf out of the 70s playbook with a theme of Retro Revival, we paid homage to a decade that embodied an adventurous spirit and embraced cultural openness by reintroducing the world to the iconic flavours and fragrances of the era.

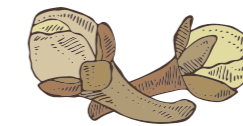
As we get ready for a new year, a new chapter, and new challenges, we wish to thank all our loyal and supportive business partners, who have been with us every step of the way. May 2025 be filled with exciting opportunities and great achievements.

Wishing everyone a Happy New Year 2025!

**Priyamvada Sanganeria**  
Director, Ultra International BV

# CLOVE OIL

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### CITRONELLA OIL

*Cymbopogon winterianus* 🇨🇳 China

The major producers of citronella are China, Vietnam, Indonesia, Argentina, Taiwan, Sri Lanka, Brazil, and India. It prospers in tropical and subtropical conditions. Yunnan is the biggest producer of citronella in China. The southern areas of Lvchun and Yinjiang in Yunnan are the primary producers of the oil. Citronella plants have clusters of pink and purple blooms. The flowers are unscented, and fragrance comes from the leaves. In warmer climates, citronella blooms all year-round, while in colder climates it blooms from spring to fall. An annual rainfall of 2000-2500 mm and high atmospheric humidity favourably impact the quality of the harvest, and the resulting oil produced.

At present, there is limited supply and considerable demand for the oil in the market. Even suppliers in possession of citronella oil are holding stock with expectations of further price increase. Others are only releasing stock to fund the upcoming National New Year. Overall, there has been a consistent rise in oil price.

📈 USD 22.00 /kilo



### EUCALYPTUS OIL

*Eucalyptus globulus* 🇨🇳 China

Eucalyptus is mostly cultivated in temperate and tropical regions of India, Americas, Africa, Mediterranean basin, middle east and China. The provinces of Yunnan, Jiangxi, Guangxi, Guizhou are major eucalyptus producing areas in China. The regions of Dali and Lincang in Yunnan produce bulk of eucalyptus globulus oil.

Annual demand for eucalyptus oil is between 200-300 tons, but recent trends indicate a drop in production. There is low stock of oil with farmers.

At the current value oil price is unable to offset the cost of production. High labour costs are the primary reason for the increased cost of production. Lincang has massive growing areas. But due to the price dynamics, farmers are unwilling to distil the oil.

📈 USD 14.00 /kilo



### GERANIUM OIL

*Pelargonium graveolens* 🇨🇳 China

Yunnan and Sichuan provinces are the major producers of geranium oil in China. The regions of Binchuan, Heqing and Yongsheng in Yunnan are home to large geranium cultivations. Geraniums flourish in sunlight. Though in areas with hot summers, it is advisable to plant them in areas that get morning sunlight and shade in the afternoon. Well-drained soil is essential for their propagation.

Geranium oil has been fetching a low price in market and the cost of production has increased. Together, the two factors have resulted in a decline in farmer interest in distilling the oil. The plantation areas have reduced, and farmers are moving towards other cash rich crops. At present, the season for oil production has concluded and the stock is almost over. This has resulted in about a 9% increase in price compared to September.

📈 USD 175.00 /kilo



#### LITSEA CUBEBA OIL

*Litsea cubeba* 🌍 China

Litsea cubeba is also known as mountain pepper. It flourishes in tropical and subtropical areas of southeast Asia, southern China, Taiwan, and Japan. The primary oil producing areas in China are Yunnan, Hunan, Guangxi, and Jiangxi.

It is a deciduous shrub that can grow up to seven meters in height. It flowers between March and April and its seeds ripen from August to September. The plant prefers moist and mildly acidic or neutral soil for growth. Litsea cubeba can grow at heights from 300 to 3200 meters. The oil extracted from the plant is known for its antioxidant, antibacterial, and antiparasitic properties.

A farmer on an average distills one ton of oil every three days. According to industry estimates, the annual production in China does not exceed 300 tons. Most of the stock has already been sold in the market. A few farmers are holding on to limited volumes with an expectation of increase in prices. Limited stocks have resulted in higher price.

📦 USD 48.00 /kilo

#### STAR ANISE OIL

*Illicium verum* 🌍 China

Star anise is indigenous to south-east China. About 80-90% of the world's production is accounted for by China. Other major producers are Vietnam and India.

There are two ripening cycles for star anise, and it is categorised accordingly. Spring star anise ripens between February and March, while the autumn one ripens from August to October. In China, Guangxi and Guangdong are the primary star anise oil producing regions.

There is global demand for oil obtained from the leaf, while fruit oil hardly finds any buyers in the international market. Thus, farmers hardly distill fruit oil. Generally, orders are received for small quantities, thus suppliers maintain leaf oil volumes in the range of 4-5 tons. Only when there is confirmation of large orders do suppliers produce on the large scale. Currently, there is low yield of star anise oil. Price is also declining due to limited demand in the market.

📦 USD 30.00 /kilo

#### WINTERGREEN OIL

*Gaultheria procumbens* 🌍 China

Wintergreen is mostly found in the wild, and hardly cultivated. It is a perennial plant which grows up to 4-8 inches in height once fully matured. It requires partial sunlight and well-drained soil for its growth. It is resistant and can survive nutrient rich and poor soil, though soil acidity should be between 4.5-6. It blooms during summer and has white and pink flowers.

The mountainous regions of Deqin, Lijiangyongsheng, Daliyangbi, Eryuan, Weishan, Yunlong, Baoshan, Lincang, and Simaojinggu in China are home to most of the wild wintergreen trees. The majority of oil production in China takes place in the southeast and northeast regions as well as Yunnan.

Wintergreen oil is extracted from the leaves of the plant. Natural material is first fermented, and then distilled to acquire pure oil. Currently, the demand and supply of the oil are balanced in the market. Price is also holding steady.

📦 USD 60.00 /kilo



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## THE POWER TO CHOOSE HOW YOU FEEL

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Perfumery is an art that dates to ancient Greece. Once considered solely a tool for seduction, aromas, scents, and beauty, it is no longer sold as a superficial element, as feeling good gets equal weightage. What if fragrances could take away stress and make you smile with just a whiff? That is what neuroscents are offering.

Neuroscents are mood enhancers, putting the power of feelings in the customers hands. Whether the need of the hour is the relax, feel energised or help focus, there is a scent serving each purpose. Today, companies are using AI and neuroscents to create formulas that are driven by individual choices. This is a wellness product line that offers solutions in multiple forms. You can use candles, diffusers, bath oils or creams to gain the “feel good” factor and add a bounce to your step.



## SO, WHAT EXACTLY ARE NEUROSCENTS?

As the name suggests, these are scents that affect the brain. The research suggests that aromas are beneficial beyond the regular effects as fragrances work as sensitive triggers to make one feel elated, or energetic or even, improve sleep patterns. The tagline for neuroscents is 'emotional benefits.' It may seem like aromatherapy, but neuroscents are more in tune with aromachology-- the study of influence of odours on human behaviour. It relates to the psychological, rather than therapeutic effect scents have on moods.

## THE SCIENTIFIC ASSISTANCE

For decades international organisations have been trying to document the impact of scents on brains. The International Fragrance Foundation (IFF) has tested numerous fragrance notes and mapped trigger receptors in the brain. After conducting a detailed study involving neuroscience, and aided by AI, they identified six emotions that can be triggered by scents. Popular perfumery brands have used this research to create formulas tapping into these emotions. Floral scents seem to induce a calming effect, while woody citrus scents are an energising option. Musk, leather, and a blend of wood and floral scents create a recipe for a seductive fusion.

Since neuroscents are at a nascent stage, product formulation happens under the guidance of neuroscientists. Like aromatic plant oils are used in case of skincare products, neuroscents use aromatic oils as well. The ingredients are either tested by scientists or appear in medical journals. And, in presentation, the end product is no different from other beauty products on the shelf that smell luxurious. Though, the sole intention of their creation is to impact emotions.



## NEUROSCENTS MEAN BUSINESS

With neuroscents being 'en vogue,' beauty brands are investing in research and technology. L'Oreal partnered with a neurotechnology company to develop scent choice experiences. Yves Saint Laurent stores used headsets to map brain activity to understand individual behaviour pertaining to scents. They created electroencephalogram (EEG) to find the correlation between emotions and scents. Givenchy added rose extracts to its bestseller to enhance the appeal factor of the product. And, a Spanish fragrance firm collated brain readings from 45 million men to finesse their formula for a cologne.

Neuroscents have offered a new line of products for niche perfumers as well. They are creating ultra-personal formulas. Brands in South Korea created personalised bath bombs using real time biodata. Netherlands boosts of an algorithm-based perfumery that delivers personalised aromas within minutes after analysing questionnaires filled by clients.





### THE WINNING FORMULA

Which are the fragrances that can work as neuroscents? Rose is potentially one such aroma. It is known to heighten the release of serotonin, which is renowned for its happiness inducing effects. Bergamot is known to fuel endorphin release. Agarwood with a warm, sweet, smoky profile helps ease stress and increase relaxation. Agarwood aids in the reduction of hyperactivity between glands that respond to stress. This, in turn, modulates theta brainwaves, which are triggered in a state of relaxation and activities like meditation. These feel-good chemicals are known to increase the state of awareness.

### THE ENTRY FORM

Neuroscents can be made part of the daily routine and the easiest way to introduce them is through scented candles. It is observed that a neuroscent candle is a nice way to start or finish a day. Customers also enjoy using candles while cooking or doing chores around the house, as it creates a calm and soothing atmosphere. However, when used in the form of candles, neuroscents need time to alter the mood. So, it is suggested to keep them lit for a couple of hours.



### DO NEUROSCENTS WORK?

Most neuroscientists will answer in the affirmative to the above. This is because the brain processes scents when inhaled. The olfactory nerve is stimulated with smells. This triggers a response in the amygdala, the part of the brain which is responsible for processing emotions. Ultimately, the cycle is complete with the release of neurotransmitters like endorphins and GABA.

New research is now being aimed at using the power of neuroscents to improve memory and focus. Scientists believe that repeated exposure to certain scents can aid in the enhancement of cognition and memory at any age. During a study conducted by the University of California-Irvine, researchers focused on word recall tests. For six months they studied brain activity and used MRI scans to assess cognitive function and physical changes before and after the trial. The data showed a 226% improvement in cognitive performance for those using essential oils for a few hours in the night. They exhibited better verbal learning and memory compared to the control group.

75% of all human emotions are triggered by smell. Even then, the formula may not work for all. There is enough evidence to suggest that preference for scents is formed in childhood. This is due to a process called imprinting, where the brain stores memories from the first experience of an aroma. Unpleasant ones are especially hard to alter. For example, if someone had a bad experience with the smell of rose, it is unlikely that perfumes or creams smelling like rose will release pleasure endorphins for this person.

In today's stressful environment, neuroscents could be a game changer. Giving an individual the power to choose their feelings, and elevate them by simply inhaling, is an intriguing proposition.

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## THE FUTURE IS FUNCTIONAL

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Over the last few years, multiple incidents across the globe have prompted a shift in the customer mindset towards immunity boosting and wellness foods. Functional foods and beverages have caught the imagination of the consumer. One is increasingly conscious of what one eats, and how it benefits the body. Though this is not a flash in the pan. For a while now, functional foods and beverages have been enticing customers. Since the pandemic, there has been a growing demand for foods that cater to specific body requirements, rather than provide a holistic wellbeing experience.

**BUT IS IT A NEW CONCEPT?**

Food and beverages have provided therapeutic benefits for centuries. In fact, it was first propagated by the father of medicine, Hippocrates over 2500 years ago. He said, *“let food be thy medicine and medicine be thy food.”* Over time, focus shifted towards medical advancements, the importance of dietary intake took a backseat. However, the pandemic changed the scenario and put food front and centre again. Food and beverages with documented health benefits comprise this functional segment. Superfoods like kombucha, coconut water, matcha, goji, edamame, turmeric, black garlic, dragon fruit, are on most shopping lists. On the grains front, we see a significant increase in the demand for farro, chia, quinoa, and millet.

Customers are hitting the functional food and beverage section to address issues related to sleep, energy, mood swings, concentration, skin, and hair ailments.

**THE FUNCTIONAL FOOD AISLE**

Functional snacks are a major segment that is being targeted by brands. In tune with customer requirements, they are offering products that tap into specific needs. For instance, there are several who seek an instant boost of energy. For them US coffee major, the Whole Coffee Co., developed a range of products. They created easily consumable bars from coffee beans that provide an instant energy kick.

A common stress related ailment is sleep deprivation. Functional foods have increasingly been targeting this concern. Functional foods also help cognitive focus, which can be crucial for improved performance in the workplace.

Apart from this, customers also seek beauty related solutions with functional foods. This segment has a vast scope, and companies are offering a wide range of products to improve skin, and hair quality, including sweets containing biotin, Vitamin E, and zinc.



**DRINKS WITH AN EXTRA PUNCH**

With regard to the beverage market, the consumer is looking for more than just hydration. The desire is beverages enhanced with minerals, vitamins, amino acids, and dietary fibres. Energy drinks were the pioneer product in the functional beverage segment. As they don't offer any nutritional benefit, and contain high levels of sugar, there is a shift in consumer interest towards sports drinks and bottled water with added vitamins. These functional beverages provide additional health benefits. Kombucha, aloe vera, coconut water, green tea, and moringa tea are popular for their immunity boosting, stress relieving, antioxidant, and gut cleaning properties.



### HEALTHY AND SWEET

The functional food industry is evolving and no longer restricted to healthy snacks and beverages. Confectionery has been a major contributor to the segment lately. Functional chocolates along with gelato and baking mixes are all the rage. Functional gums have been in the market for a while. Primarily made from xylitol and baking soda, these gums, are said to boost energy, cease smoke pangs, work as breath fresheners, help in tooth whitening and address calcium fortification. Functional jellies with herbal extracts and vitamins too are gaining popularity. Plant-based gelatos created from young coconut meat and carrying the goodness of matcha green tea, rosewater, and saffron are no longer left to imagination. Soothing chocolate chip mixes with holy basil, reishi, and ashwagandha are a reality too. And, frozen yogurt with probiotics, and non-dairy ice creams with a boost of vitamins are also gaining popularity. All these sweet pleasures offer something extra, making them popular entrants in the functional food and beverage space.

### NATURALS ALL THE WAY

Another major draw towards functional food and beverages is their natural origins. Increased customer awareness has brought a shift in mindset. Pills and supplements are considered artificial. A vast majority are looking to complete their nutrition requirements through natural sources. Several global surveys have shown a remarkable bend towards natural sources of vitamins and nutrients.

### MIND OVER MATTER

Today, people are vocal about mental health issues and they have become a primary focus. A recent international study noted that mental wellbeing was a common concern among all age groups. The current consumer is interested in foods that provide personalised nutrition requirements. Generic health and wellness food and beverages don't have enough takers these days and eating well is more than just the food on the table. The concept of eating consciously- produced foods is gathering steam, since it is considered a healthy practice. Ethically and sustainably sourced food and beverages are being preferred. Customers are conscious of what they eat, and how it is produced. Green and environment-friendly certifications have gained immense importance in the customer's mind.

Functional food and beverages are here to stay. Increasing customer awareness is only aiding its rise. And, with health becoming the primary concern worldwide, this segment is bound to grow exponentially.

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## CORIANDER SEED OIL

*Coriandrum Sativum* 🌍 Eastern Europe

Coriander seed oil is extracted from the dried seeds of coriander plant through multiple methods like steam distillation, hydro distillation, and supercritical carbon dioxide extraction. The oil obtained is colourless or pale yellow with a mild, sweet, and aromatic flavour. It has antifungal and anti-bacterial properties and is used as a flavouring agent, in cosmetics, perfumery, skin and haircare products, and pharmaceuticals.

New crop has arrived and there is steady demand for coriander seed oil. Customers are stocking product required till the summer of 2025 looking at the low availability in the market. This year Eastern Europe has witnessed significant drop in coriander seed due to reduced plantings, and low yielding seeds. Unfavourable weather conditions have impacted the yield of seeds per hectare of land. Coriander seed prices have increased leading to a rise in oil price by 15-20% compared to the first half of 2024.

📈 USD 85.00 /kilo

## FIR NEEDLE OIL

*Abies sibirica Ledeb* 🌍 Eastern Europe

Fir trees are part of the pine family and prosper in cool, moist regions of Central America, Europe, North America, North Africa and Asia. Fir trees are evergreen coniferous trees that are distinguishable from other pine trees by their needle like leaves, growing directly from the branch. Fir needle oil is extracted from fresh needles and branches of fir trees. It has an earthy, woody aroma and is used in products like fragrances, air fresheners, soaps and shaving creams.

It is advisable for customers to cover demands well in advance. Severe winter conditions in Siberia have made the collection and transportation of raw material impossible. The situation is expected to persist until spring. There is a stable supply in the market, though smaller batches are available compared to previous years. Supplies are being routed to Siberia through neighbouring countries, which remains a challenging undertaking. Though supply volumes have improved in 2024 as compared to 2023.

📈 USD 58.00 /kilo



## BLACK PEPPER OIL

*Piper nigrum* 🌍 India

Last year Karnataka, Kerala and Tamil Nadu were the largest producers of black pepper in India.

Black pepper is a flowering vine, which is cultivated for its fruit. The fruit is usually dried and is famous as a spice and for seasoning. The colour of the dried unripe fruit depends on the period of harvesting. To get black pepper almost ripe peppercorns need to be picked. They are then left to be dried, until they turn black.

Black pepper oil is extracted via steam distillation from dried berries of peppercorn plant. The resulting oil is strong with a spicy aroma and is pale green or yellow in colour. Other than steam distillation the oil can also be extracted using supercritical CO2 extraction, hydro-distillation and solvent extraction. Black pepper oil is used by the food and beverage industry, as well as an ingredient in cosmetics. It can be used to exfoliate the skin, reduce acne and nourish cells. Though it may cause skin irritation, it should be avoided on sensitive skin.

🏠 USD 55.00 /kilo

## CELERY SEED

*pium graveolens* 🌍 India

Celery requires a mixture of bright sunlight and shade to grow. It requires about six hours of sun per day but should be kept in shade when temperatures become extremely hot. It requires plenty of water, thus the soil should be evenly moist. pH levels of 6-7, and regular fertilization is ideal for celery cultivation.

Fully matured celery grows up to 18-24 inches in height. The stalks of celery are delicate, have a crunchy texture, and are slightly salty in taste. Celery is a biennial vegetable that belongs to the same family as carrots, fennel, parsley, and dill. While, celery stalks are considered its most prized element, the leaves and roots of the plant are great for seasoning and work as a natural medicine.

In India, Punjab is the largest producer of celery accounting for nearly 90% of total produce. In 2023-24 production volumes in Punjab stood at 6,537 tons.

🏠 USD 78.00 /kilo

## CARDAMOM OIL

*Elettaria cardamomum L.* 🌍 India

Cardamom is native to India and Ceylon, but is also cultivated in Papua New Guinea, Tanzania, and Guatemala. The crop flourishes in tropical rainforests with temperatures in the range of 15-35°C. Cardamom thrives in loam soil, which is acidic in nature with pH levels between 5.5-6.5. Cardamom plants can achieve a height of 6-16 ft before they produce pods. Apart from being a popular spice in food, cardamom also has several health benefits. It helps in digestion, lowering blood pressure, managing diabetes, and protecting against dental health issues like cavities.

When it comes to large cardamoms, Arunachal Pradesh emerged as the biggest producer in 2023-24 with 117,049 tons. Other notable contributions came in from Sikkim with 5,280 tons and Nagaland with 1,128 tons. In case of small cardamoms, the three southern states of Kerala, Karnataka and Tamil Nadu emerged as the largest producers last year. Kerala topped the charts with 228,668 tons, followed by Tamil Nadu with 1,495 tons and lastly Karnataka with 867 tons.

🏠 USD 550.00 /kilo

## CORIANDER SEED OIL

*Coriandrum sativum* 🌍 India

Coriander is native to southwestern Asia, southern Europe and northern Africa. Its chemical composition is comparable to lavender. A green leafy herb it grows up to three feet in height. The leaves and seeds of the plant are high in linalool content, lending it medicinal properties.

Coriander oil is produced from the seeds of the plant via steam distillation. Through this process the volatile compound within coriander seeds is evaporated, and 100% pure essential oil is obtained.

Apart from being a kitchen essential, coriander oil has numerous benefits for the skin, hair and body. Mixed with a carrier oil it can prevent breakouts and soothe muscle aches. It has a stimulating spicy aroma that can enhance concentration and encourage a sense of relaxation.

In 2023-24 Madhya Pradesh, Gujarat and Rajasthan were the leading producers of coriander seed in India. With 432,823 tons Madhya Pradesh produced the highest volume, followed by 172,000 tons from Gujarat and 107,237 tons from Rajasthan.

🏠 USD 135.00 /kilo



### CLOVE LEAF OIL

*Syzygium aromaticum* 🇮🇳 India

Clove is native to Maluku Islands in Indonesia, but also grows in the tropical regions of Asia, Africa and Americas. In India, clove grows in the hilly areas of Kerala, Tamil Nadu, and Karnataka.

Clove leaf oil is extracted from the leaves of clove plant via steam distillation. The oil obtained is clear to pale yellow in colour and has a spicy, herbal and powdery aroma. The primary components of the oil are eugenol and caryophyllene. Clove leaf oil is used as a flavouring agent in food items and teas. It is also popular in oral care as it is known to relieve toothaches.

Big exporters of clove derivatives have imported substantial quantities from Madagascar. This has stabilised the price of clove leaf oil. Though there is no certainty that the price trend will hold. With the commencement of the rainy season, weather conditions, and the demand and supply dynamics will determine the price scenario.

🏠 USD 26.00 /kilo

### DAVANA OIL

*Artemisia Pallens* 🇮🇳 India

Davana also known as *Artemisia pallens* is a miniature aromatic plant cultivated primarily in Karnataka, Tamil Nadu, Andhra Pradesh, Maharashtra and Kerala. Oil from the plant is extracted from the flowers via steam distillation. The primary component of the oil is davanone. It has a sweet, fruity aroma with subtle woody and spicy notes.

Davana flourishes in mild winter when planted early in the season. Though it is averse to frost but grows well in light showers. If the flowering season receives heavy rainfall or witnesses high temperatures, the resulting crop has low oil yield.

There is high demand for the oil in the market, but supply is limited, especially of high-grade quality. There are no stocks with farmers and only big producers have supply currently. However, oil with low davanone content is easier to access in the market. It is difficult to predict the yield for the 2025 season. Heavy rainfall in davana growing areas has negatively impacted the supply. Further rain is predicted in the coming weeks, which could impact the harvest cycle.

🏠 USD 460.00 /kilo

### GINGER OIL

*Zingiber officinale* 🇮🇳 India

India is the largest producer of ginger in the world. Other countries that are actively involved in ginger production include Indonesia, Japan, China, Jamaica, Nigeria, and Brazil.

Madhya Pradesh, Karnataka and Odisha produced the highest volumes of ginger in 2023-24 in India. Approximately 588,289 tons of ginger was produced in Madhya Pradesh, while Karnataka produced 282,451 tons and Odisha 228,330 tons.

Ginger flourishes in hot, humid conditions when planted in soil rich with lots of nutrients. It prefers well-drained, fertile soil with pH levels of 5-7.5. The ideal season for ginger cultivation is between May and June. Rainfall in the range of 150 cm is considered preferable for ginger propagation.

Ginger oil is extracted from ginger rhizome via a distillation process. It has a strong spicy aroma and is often used in aromatherapy. It is also used to solve multiple skin and hair related problems, as well as cold, digestive issues, nausea, and migraines.

🏠 USD 80.00 /kilo

### NUTMEG OIL

*Myristica fragrans* 🇮🇳 India

Nutmeg or *Myristica fragrans* flourishes in humid, warm tropical climates. The trees prefer well-drained fertile soil with good water retention properties. Clay loam, red laterite soils, and sandy loam are ideal for its growth.

Nutmeg is native to spice islands in south pacific. They are evergreen trees with shiny, dense, and aromatic leaves which have a dark green hue. These leaves produce tiny pale yellow, fragrant flowers that open at night. The fruit produced is shaped like a pear, is yellow orange in colour and contains the spice nutmeg. The aril of the seed produces mace.

Kerala is the biggest producer of Nutmeg in India with approximate volumes of 17,212 tons in 2023-24. Andaman and Nicobar Islands produced 2,562 tons, while Karnataka produced 471 tons.

Nutmeg is popular as a spice and is used for medicinal purposes due to its antimicrobial, antioxidant and anti-inflammatory properties. The essential oil derived from nutmeg is used in perfumes and as a natural flavouring extract.

🏠 USD 55.00 /kilo





IFEAT BANGKOK 2024  
**A VINTAGE RIDE**

A sensory overload of vibrant energy, an intriguing and indulgent cocktail and culinary experience, and fantastic value for shopping greet travellers in Bangkok. It is a city where the familiar and the exotic collide. In the heart of Bangkok's urban sprawl is the tranquil oasis of Marriott Marquis Queen's Park, the home to IFEAT 2024.

Ultra International was a proud participant in IFEAT 2024 in Bangkok. The annual conference provides one of the biggest global platforms for major stakeholders in the essential oils trade to converge. IFEAT has become the epicentre of collaborations, the exchange of ideas, research activities, and study tours. As platinum sponsors of the event, the Ultra team put on a remarkable display of creativity and innovation, with a touch of nostalgic charm from the 1970s.



**SHAPING THE FUTURE: FROM ASIA TO THE WORLD**

There has been a constant shift in global economic growth from the West to the East. Asia, with the world's largest population of youth and a growing middle class, has constantly been seen as the biggest market of the future. With an eye on this Asian growth story, the theme of the IFEAT conference this year was, 'Shaping the Future: From Asia to the World'. The event was a roaring success that brought the global flavour and fragrance community under one roof.

Participants heard an impressive array of speakers as they presented their views. Trade exhibitions, workshops, and roundtables offered exceptional networking opportunities. The conference provided a platform for professionals to engage in meaningful discussions on industry trends, and it was successful in inspiring innovative thinking and collaboration opportunities.

**A WALK DOWN AROMA LANE OF THE 70S**

The 1970s was a decade of experimentation and free will. It made a unique statement and saw a convergence of far-flung ideas in every aspect of life, from fashion and food to culture. IFEAT 2024 took a leaf out of the 70s playbook with a theme of Retro Revival. Ultra International paid homage to a decade that embodied an adventurous spirit and embraced cultural openness by re-introducing the world to the iconic flavours and fragrances of the era. Exploring the global stage for exotic tastes and smells and indulging consumers' expectations of a bold lifestyle saw fragrances like Opium and the flavours of Piña Colada dominate the scene.

Our mega roundtable displaying the Fantastic Four of the era turned out to be the showstopper of the conference. The exhibit featured four timeless flavours and four legendary perfumes with a detailed description of their ingredients and legacy. Comprising premium essential oils and natural ingredients, these products imbibed the essence of the decade.

On display was a vivid sensory experience that teleported the attendees to the 1970s. Piña Colada, a tropical elixir with the creamy richness of coconut and vibrant zest of pineapple, captivated all with its refreshing vibe.





# FLOWER



# POWER



Along the aisle was the explosion of sweet and tangy flavours with Flying Saucer. The lime-flavoured candy with its sherbet-filled centre and wafer exterior was as big a success today as it was in the 70s.

The decade was also defined by flower power. Stoking the feeling of nostalgia and romance was the chic appearance and distinctive violet flavour of Parma Violets.

The final act of this flavour collection plated an elegant indulgence. The timeless sophistication of delicate crêpes with the citrusy flavour of orange, Crêpes Suzette, presented a French classic with a tangy twist.

These timeless flavours also had the company of trendsetting fragrances on the roundtable. With bergamot and patchouli as the defining notes, Yves Saint Laurent's Opium epitomised the adventurous spirit of the decade. The 70s also introduced us to the evergreen woody and spicy notes of Old Spice. A blend of nutmeg and cinnamon, Old Spice's timeless appeal is rooted in its warm and comforting aroma.

The 70s was also a revolutionary era for women, and Revlon's Charlie Blue exhibited all qualities that screamed a confident woman of the era. A floral fragrance, it was headlined by the resinous notes of sandalwood and the aromatic mystery of frankincense. The final exhibit was the sporty, outdoorsy aroma of Polo Green. A masculine scent, Polo Green merged the earthy and woody notes of coriander seed and fir needle.

*“The final act of this flavour collection plated an elegant indulgence. The timeless sophistication of delicate crêpes with the citrusy flavour of orange, Crêpes Suzette, presented a French classic with a tangy twist.”*



**RETRO REVIVAL PARTY**

The colourful 70s saw an explosion of bell-bottoms, tie-dye-wearing hippies, and sequin-clad disco dancers. The sonic output of the era included a vivid mix of disco, rock, country, R&B, funk, and soul. It saw the birth of some of the most popular bands, including the Eagles, Led Zeppelin, and ABBA. As an ode to the decade and to wrap up our celebrations, The Ultra Group hosted a retro revival party with the 70s theme. Clad in vintage 70s outfits and grooving to an Elvis band, the evening saw a delightful eclectic mix on the floor. While a selection of guests enjoyed their time on the dance floor, the evening engaged others in interactive games, vintage tunes, and a classic menu of 70s cocktails.

This fusion of nostalgia and fun made IFEAT 2024 one of the most memorable conferences. It brought the biggest names and most creative minds under the same roof, letting industry folks learn and grow in a relaxed, fun environment. IFEAT 2024 left a lasting impression on all attendees and reaffirmed The Ultra Group's commitment to creativity, innovation, and craftsmanship.



**Ultra International B.V.**  
Essential Oils, Ingredients, F & F



**Patchouli, with its powerful scent,  
A fragrance that's both bold and intent,  
A scent that's both wild and divine,  
A fragrance that's truly one of a kind.**



## THE SOUTH AFRICAN COLLECTION

### EUCALYPTUS RADIATA OIL

*Eucalyptus radiata* 🌍 South Africa

Eucalyptus comes from the myrtle family and boasts of over 660 species of shrubs and trees. They are native to Australia and Tasmania and are referred as gum trees or stringybark in these countries. Eucalyptus is mostly cultivated in temperate and tropical regions of India, Americas, Africa, Mediterranean basin, Middle East, and China.

Oil is extracted from the leaves of eucalyptus trees using either of the three methods, steam distillation, hydro-distillation or solvent extraction. It is popularly used in over-the-counter drugs to ease cough and congestion. It also provides pain relief and is actively used in ointments and creams for muscle and joint pain. Eucalyptus oil is also used as an insect repellent.

*Eucalyptus radiata* is another variety of eucalyptus tree. The oil extracted from its leaves has almost similar properties to other eucalyptus oils, though with a softer aroma. It has a fresh, camphor like scent with citrus and floral undertones.

🏠 USD 50.00 /kilo



### LEMON GRASS OIL

*Cymbopogon citratus* 🌍 South Africa

Lemon grass also known as *Cymbopogon citratus* grows in tropical and subtropical regions across the globe. It is popularly found in India, but also grows in several areas of Africa including Sierra Leone and the frost-free regions in South Africa. Lemon grass is a perennial herb that can grow at heights up to 900 meters. It prospers in warm, humid climates with direct exposure to at least six hours of sunlight. Lemon grass requires well-drained, sandy loam soil with consistent moisture. The temperature should be maintained between 20-30°C for its growth.

Since ancient times, lemon grass has been cultivated for its medicinal and aromatic properties. The oil is extracted from the leaves and stalks of the plant through steam distillation. The chemical composition of the resulting oil produced can vary depending on the plant's age, geographical origin, method of extraction and genetic differences. The quality of the oil is checked by measuring its citral content and solubility in alcohol.

🏠 N/A

### TEA TREE OIL

*Melaleuca alternifolia* 🌍 South Africa

Tea tree also known as *Melaleuca alternifolia* is native to the northeast coast of New South Wales and southeast Queensland in Australia. The tree flourishes in well-drained, sandy or loamy soil with pH levels between 6-7. The soil needs to be moist but not soaked. Ideally it requires at least six hours of direct sunlight and should be protected from cold and dry winds.

Tea tree oil is extracted from the leaves and branches of tea tree via steam distillation. The resulting liquid obtained is pale yellow in colour. It has a pleasant odour and is almost insoluble in water. Tea tree oil contains over 100 phytochemicals.

Cosmetics, pharmaceuticals, and agri-food industries are regular consumers of tea tree oil. Tea tree oil is popular for its anti-inflammatory and antiseptic properties. It is used to treat burns, infections and minor cuts. The oil is also used in various skin and haircare products.

🏠 USD 24.00 /kilo



**Ultra International (Far East) Pte Ltd.**  
Essential Oils, Fragrances & Flavours

Humble yet potent and sustainably sourced  
from swathes of Indonesian vanilla vines,  
presenting the delectably sensual

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Your Natural Choice in Asia

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*Ultra International B.V.*

# CHECK OUT OUR SPICY SIDE

## NUTMEG OIL

*Myristica fragrans* Houtt.

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