

AROMATHERAPY NICHE REPORT



NicheHacks
NICHE DOMINATION SHORTCUTS

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AROMATHERAPY NICHE REPORT

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REPORT OVERVIEW

In this report we're going to evaluate **the Aromatherapy** niche a relatively evergreen niche that's ready to be tapped into.

We'll cover why it's profitable, how much money is being spent in the market and who by so you know who your target audience are.

The best selling physical and digital products will be revealed so you know what to sell.

As well as looking at the most popular content in the niche, who the most influential people are alongside an examination of what the most popular blogs, forums and social media hubs are for advertising and traffic purposes.

The common problems that people in the **Aromatherapy** niche are revealed as well as blog content ideas, domain name suggestions, keywords, who's advertising and more.

Lastly we'll look at why YOU should get involved in the **Aromatherapy** niche and what you can do to dominate it.

All of the reports that we create are thoroughly researched and designed to give you a head start in making a profit from the niche.

We try and choose niches that have a wide range of different business models available but the vast majority would make perfect blog / authority sites monetized by affiliate marketing.

INTRODUCTION

Aromatherapy uses plant materials and aromatic plant oils, including essential oils, and other aromatic compounds for the purpose of altering one's mood, cognitive, psychological or physical wellbeing.

It can be offered as a complementary therapy or, more controversially, as form of alternative medicine. Complementary therapy can be offered alongside standard treatment, with alternative medicine offered 'instead of conventional treatments', conventional treatments being often scientifically proven

Aromatherapists, who specialise in the practice of aromatherapy, utilise blends of therapeutic essential oils that can be issued through topical application, massage, inhalation or water immersion to stimulate a desired response.

Some essential oils such as tea tree have demonstrated anti-microbial effects, but there is still a lack of clinical evidence demonstrating efficacy against bacterial, fungal, or viral infections. Evidence for the efficacy of aromatherapy in treating medical conditions remains poor, with a particular lack of studies employing rigorous methodology.

SOURCE: [WIKIPEDIA](#)

MARKET SIZE & WORTH

- Market of aromatherapy in US is \$31,965,047
- Total annual growth 3.5%
- Total employment 2,555
- Total export in 2005 \$222,055

DEMOGRAPHICS:

- Core consumers aged 60 and above
- 48.5% aromatherapy users are married
- 35.8% people have no educational qualification
- 21% people are in occupation of service and sales
- 48% of total population is married. 21% people works in service and sales. Religion of 53.2% is Buddhism
- 40% aroma therapists are in educational role and 26% are in retail/wholesale

Source: [Shownearby](#)

NICHE DEMAND

Keyword	Avg Monthly Searches
Aromatherapy	60,500
Aromatherapy oils	8,100
Aromatherapy massage	5,400
Aromatherapy Candles	2,400
Aromatherapy essential oils	1,600
Aromatherapy Recipes	1,300
Aromatherapist	1,300

The table above shows the monthly searches on Google for this niche.

Combined they add up to a over 80,000 searches a month and that's not including the thousands of long tail keywords that we haven't covered.

This is a huge niche with a lot of demand.

Common Searches

Google.com

aromatherapy candles

aromatherapy diffuser

aromatherapy oils

aromatherapy associates

aromatherapy pokemon

Amazon.com

aromatherapy

aromatherapy diffuser

aromatherapy diffusers

aromatherapy bottles

aromatherapy candles

Yahoo.com

aromatherapy essential oils

aromatherapy diffuser

aromatherapy products

aromatherapy certification

aromatherapy recipes

Bing

aromatherapy

aromatherapy essential oils

aromatherapy diffuser

aromatherapy certification

aromatherapy diffusers for essential oils

Youtube

aromatherapy massage

aromatherapy essential oils

aromatherapy diffuser

aromatherapy music

aromatherapy course

Answer.com

aromatherapy

aromatherapy - health content from answers.com

aromatherapy journeys - film

aromatherapy with valerie ann worwood - 1992 film

what rhymes with

'Aromatherapy'? – Rhymes

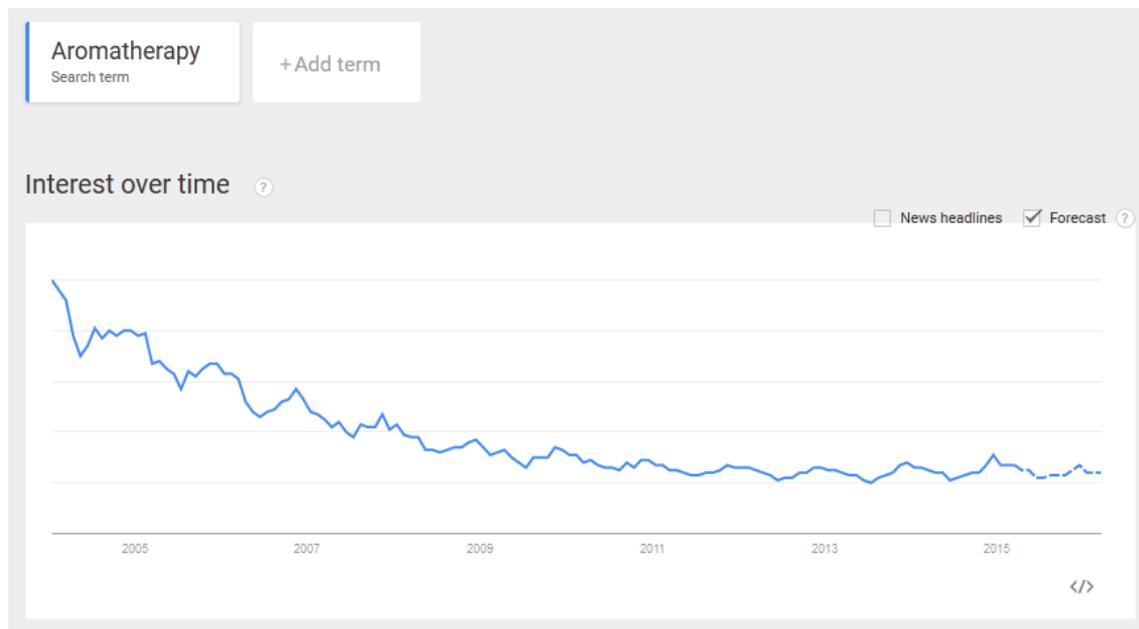
Wikipedia.com

Aromatherapy

As you can see people are searching for everything from aromatherapy oils to massages to courses.

This shows just how passionate this audience are about the niche.

NICHE GROWTH & MONTHLY SEARCHES



Aromatherapy is stable and is predicted to remain static for years.

It may have declined from its peak in 2005 but for the past 5 years it's remained level.

This is because it's evergreen meaning that everything you ever need to know about the niche has been researched and published making it easy to get involved with.

SUB-NICHES TO EXPLORE

- Essential oils guide
- Essential oils doterra
- Essential oils for hair
- List of essential oils
- Benefits of essential oils

May also be interested:

- Massage
- Spa treatment
- Spiritual wellbeing
- Yoga
- Meditation

MOST POPULAR CONTENT

Use the ideas here to create similar content for your site.

Most Popular Content	Shares
Smell Turns Up in Unexpected Places	18619
How Eucalyptus Oil Aromatherapy Helps You Sleep	17517
Aromatherapy - Rose and Vetiver - Spirit Crown	10768
Win an ESSIO Aromatherapy Shower Kit	10752
5 Invigorating Essential Oils + How To Use Them	10028

As you can see people excited and motivated to share content such as Aromatherapy and Essential oils in this niche.

INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
Fargo Life Coach	@jenniferkruse	7567
DeeAnna Nagel	@therapyonline	23200
Carol Wiley	@carolwiley	6906
Bandung Pisan	@kicaubandung	42100

These are the 4 most influential people in the market niche on Aromatherapy.

Network with them. Highlight or feature them in your content. Interview them. Use them to do research.

These people are NOT your enemy, but instead potential partners who can send you traffic and work with you.

AFFILIATE PRODUCTS:

The types of items you can market to Aromatherapy Niche is apparent when you look at the offerings online. People are looking for Aromatherapy service, Aromatherapy Guide, Aromatherapy Recipe etc.

Products on Amazon:

Amazon has over 111500 products listed, ranging from just zero to Hundred dollars.

1-16 of 111,546 results for "**Aromatherapy**"

Best Selling Products On Amazon:

Product	Avg/Price	Reviews	Rating
Aromatherapy Top 6 100% Pure Therapeutic Grade Basic Sampler Essential Oil Gift Set- 6/10 ML (Lavender, Tea Tree, Eucalyptus, Lemongrass, Orange, Peppermint)	\$25.55	1610	4.7
The Complete Book of Essential Oils and Aromatherapy: Over 600 Natural, Non-Toxic and Fragrant Recipes to Create Health — Beauty — a Safe Home Environment	\$16.86	1009	4.5
ZAQ Allay Litemist Aromatherapy Essential Oil Diffuser - 80 ML Capacity, Blue	\$34.99	1292	4.2
ZAQ Noor Multi Color Litemist Aromatherapy Essential Oil Diffuser - 80 ML Capacity, White	\$39.99	696	4.3
BriteLeafs 2-in-1 Ultrasonic Aroma Diffuser Ultrasonic Humidifier - 4 Timer Settings & 6 Color Light Changes + Free 10ml Aromatherapy Essential Oil (Lavender)	\$39.99	1001	4.3
★ #1 Best Lavender Essential Oil ★ 10ml Rare Premium KASHMIR Grade, 100% Pure, Organic and Highly Effective • Stay Young and Living Well Now with Lavender Oil Fragrance, Good for Aromatherapy, Sleep, Bath, Relaxing, Linen, Massage, Hair, Wellness - Compare to Doterra and Now Sets. 100% Satisfaction or Money Back Guarantee	\$8.99	974	4.5

There will always be newer and better products **which means** buying the latest and items that will generate sales as well as repeat sales for you.

Clickbank:

There are over 400 products related to the topic on CB. Incorporate these items from Clickbank to maximize profits.

Product	Price	Commission	Gravity
Learn How To Use Essential Oils	\$4.36	50%	0.48
Aromatherapy & Astrological Frequencies & Training Courses	NA	50.00%	0.00
Consciousness, Awareness And Spiritual Mastery	\$1.87	70.00%	0.11
Unravel The Mysteries Of Female Hair Loss	\$10.99	50%	0.96

Most Clickbank products offer 50-75% commission meaning generous payouts.

Retailers on ShareASale.com

There are over 1600 merchants on ShareASale selling items related to Aromatherapy.

Results	
Products	1684
Merchants	99

Most Popular:

Merchant	Commission	Cookie Length
Amrita Aromatherapy, Inc.	10.00%	90 days
Thymely Solutions	10.00%	60 days
Aromatec, Inc.	15.00%	30 days
Starwest Botanicals Inc.	15.00%	60 days

Retailers on CJ.com

There is many retailer on CJ.com with affiliate programs related to Aromatherapy.

Retailer	Commission	3 Month EPC
http://www.kalyx.com	10.00%	\$3.07
Native Remedies LLC	25.00%	\$47.65
SerenityHealth.com / Net Health Shops	10.00%	\$22.80
SkinCareRx, SkinBotanica, and Apothica	3-15%	\$42.24

Other Affiliate Programs & Offers

These are independently run affiliate programs.

Retailer	Commission	Cookie
West Coast Aromatherapy's Affiliate Rewards Program	5.00%	Unknown
Aromandina	25.00%	Unknown
Escents Aromatherapy	20.00%	Unknown

CPA & Other Offers

Offer	Commission or Payout	Cookie	Type	Network
Learn How To Use Essential Oils	50%	240 Days	Revshare	ClickBank
Preview Aromatherapy & Astrological Frequencies & Training Courses	50%	330 Days	Revshare	ClickBank
Consciousness, Awareness And Spiritual Mastery	70%	330 Days	Revshare	ClickBank
Natural Health Remedies To Help Stress Pain And	50%	330 Days	Revshare	ClickBank

Kindle

Title	Author	Price	Star Rating	Reviews
<u>Aromatherapy: 600 Aromatherapy Recipes for Beauty, Health & Home - Plus Advice & Tips on How to Use Essential Oils</u>	Beth Jones	\$2.99	4.5	57
<u>Essential Oils: A proven Guide for Essential Oils and Aromatherapy for Weight Loss, Stress Relief and a better Life: Essential Oils (Essential Oils for Beginners Book 1)</u>	Sarah Joy	\$2.99	4.1	220
<u>Aromatherapy: Best Aromatherapy Recipe Guide Book</u>	Nathaniel Wake	\$2.99	4.3	6
<u>The Complete Book of Essential Oils and Aromatherapy: Over 600 Natural, Non-toxic & Fragrant Recipes to Create Health • Beauty • A Safe Home Environment</u>	Valerie Ann Worwood	\$9.18	4.5	993
<u>Essential Oils for Beginners: The Guide to Get Started with Essential Oils and Aromatherapy</u>	Althea Press	\$4.61	4.6	395

Google Play Books

Title	Author	Price
Aromatherapy Arsenal	Dnvgoods	\$1.00
Essential Aromatherapy	The Optimate	\$1.50
Aromatherapy Aura	Dr.AppBaew	\$0.98
Aromatherapy	ACIW	Free

Google Play Apps

Apps	Price
Aromatherapy First Aid Kit	Free
Essential Aromatherapy Aroma Bible	Free
Aroma Guide	Free
Les huiles essentielles	Free

Udemy Courses

Course	# of Lectures	Rating	# of Reviews	Price
Aromatherapy Basics	8	5	3	\$49
Transform your Body using Aromatherapy	21	5	1	\$29
Transform your Emotions using Aromatherapy	17	0	0	\$29
Transform your Mind using Aromatherapy	17	0	0	\$29

iTune Apps

Course	Category	Star Rating	Reviews
Aromatherapy Guide	Health & Fitness	20	3
Aromatherapy: A Basic Guide	Health & Fitness	5	3
350 Aromatherapy & Essential Oils Recipes	Lifestyle	7	3
Essential Oils - An Aromatherapy Reference	Health & Fitness	9	2
Aromatherapy	Medical	0	-

BLOGS, FORUMS AND SOCIAL MEDIA:

Use these forums, blogs and social media groups to get content ideas, network, drive traffic and inspiration.

Google blog search shows almost 30,900,900 pages, so there's no shortage of content ideas and bloggers to network with.

Top Aromatherapy Blogs:

Blog	Social Media	Email List
The Aroma Blog	No	Yes
AromaTalk	No	No
The Mountain Rose Blog	No	No
Aromatherapy Blog	No	No
The Aromahead Blog	No	No

Use these blogs for content ideas, networking opportunities, guest posting, traffic and more.

Aromatherapy Forums

Forum	Members	Posts
http://auroma.forumchitchat.com/	Unknown	453
Massage Plannet Forum	Unknown	1629
http://auroma.forumchitchat.com/	456	317
Essential Old Goddess	Unknown	??
Spiritual Forums	Unknown	??

These are some of the top forums catering to **Aromatherapy**

The lack of big aromatherapy forums actually shows that there could be big demand for one that is well organized and marketed.

Social Media

Facebook has tens of 1000's of people interested in Aromatherapy. It's a great place to network, advertise, get traffic, meet others in the niche and more.

Facebook Most Popular Pages

Page	# of Likes
Aromatherapy Associates	15583
Aromatherapy	98522
Aromatherapy Recipes	16450
aromatherapythymesmagazine	29760

Facebook Most Popular Groups

Group	Members
Aromatherapy	214
Aromatherapy for Parrots	1895
Aromatherapy	5586
Ethical Aromatherapy	4370
Essential Oils & Aromatherapy	1950

Most Popular Youtube Channels

Channel	Video #	Subscribers
Andrea Butje	40	11000
Natural World Aromatherapy	50	156
Escentis Aromatherapy	30	187

Popular Reddit Groups

Group	Members
pokemontrades	2256
stunfisk	263
Pokemongiveaway	179

Scoop It Groups

Group	Views
How to make essential oil using steam distillation	328
How to make Essential Oils	369
My Essential Oil Blends for Anti Aging!	238

Pinterest Pinners

Pinner	Followers
Adirondack Aromatherapy	3940
AromaWeb Aromatherapy	2164
Aromahead Institute/Study Aroma	5180

WEBSITES SOLD ON FLIPPA.COM

Seeing websites that have already sold in the niche show a profitable and in demand niche.

It's also a great idea to get a look at what successful site owners have done and emulate them.

Site	Sold For
aromatherapyshopping.com	\$45
BestAromatherapyTips.com	\$100
AromatherapyCenter.net	\$155
aromatherapyblog.net	\$197
NaturalAromatherapy.net	\$100
AromaWithAmbiance.com	\$65
YogaPilatesJournal.com	\$79

WHY ARE PEOPLE IN THIS NICHE

- Reduce stress and the physical, emotional, mental, and energetic impacts of stress.
- Improve concentration and mental clarity.
- Achieve and maintain balance.
- Relaxation and improve sleep.
- Relieve muscle and joint aches, stiffness, and tension.
- To support respiratory functioning.
- Deodorize and refresh.
- Promote and support healthy skin and address common skin conditions such as dryness, oiliness, acne, wrinkles, and others.
- Reduce occasional nausea.
- Support other healing modalities (conventional and complementary).
- Support meditation and others forms of spiritual development.
- People also seek Aromatherapy to pamper oneself.
- Preference for personalized natural products and treatments.

MOST COMMON TOPICS AND QUESTIONS

These questions / topics are problems that need solving. Solve them in your content and through your product recommendations and you'll have a happy audience ready to spend money.

Amazon, Clickbank and other networks have products which cater to these problems.

- [What is aromatherapy?](#)
- [What are essential oils?](#)
- [How are essential oils used in aromatherapy?](#)
- [Are essential oils the same as perfume?](#)
- [Can essential oils be applied directly to my skin?](#)
- [Can I use essential oils internally?](#)
- [What is the best way to apply essential oils?](#)
- [Can I use essential oils if I'm pregnant?](#)
- [How should I store my aromatherapy oils?](#)
- [How do I know which essential oils do what, specifically, for the body?](#)

WHO'S ADVERTISING IN THE NICHE

Advertising is a strong sign of a profitable niche. People don't spend money on ads if they can't profit from it.

These are the 2 major advertisers on Google.com:

Company	Selling
The Aromatherapy Company	Aromatherapy products
Aromatherapy Theory	Aroma therapy process

BLOG TOPIC IDEAS

These are some proven blog topic ideas that would work well in this niche:

1. 7 Things About Aromatherapy Your Boss Wants to Know
2. 15 best blogs to follow about Aromatherapy
3. What Will Aromatherapy Be Like in 100 Years?
4. 10 Things Your Competitors Can Teach You About Aromatherapy
5. 10 Quick Tips About Aromatherapy
6. How Aromatherapy Massage Can Help With Sciatica
7. Sleep Problems Helped By Aromatherapy
8. Essential Oils - The Best Ways to Perform Aromatherapy
9. Essential Oils - How They Work in Aromatherapy
10. Cedarwood Essential Oil, a Respiratory Aromatherapy Oil for Emotional Clearing

For more ideas check out the following resources:

- <http://ideas.contentforest.com/>
- <http://www.hubspot.com/blog-topic-generator>

REASONS TO GET INVOLVED IN THE NICHE

- **AROMATHERAPY** is a **stable** market and is highly profitable.
- It's worth \$31,965,047 and **stable** so now is the perfect time to get involved.
- Over **80,000** people are searching for just the most obvious keywords every month – showing huge online demand.
- The target audience is both **male and female** aged **20 to 60** tend to have disposable income to spend – you can benefit from that spending.
- Between the social media hubs and forums there's around **150,000** members meaning a huge pool of engaged traffic to tap into.
- There's an endless array of content ideas in the niche including popular ones like “**What are essential oils?**” and “**Can I use essential oils if I'm pregnant?**” – create similar content but better and it's almost guaranteed to go viral.
- People are passionate about this topic and ready to spend money, you can see they already buy **essential oils** and **aromatherapy diffuser** it may as well be spent with you.
- There's endless problems from **Asthma** to **Insomnia** and every problem as a product available which solves it – sell these as an affiliate.
- There's plenty of good domain names available including

aromatherapyhomes.com and the-aromatherapy.com – pick one and get started.

- [The Aromatherapy Company](#) and [Aromatherapy Theory](#) are advertising in this niche showing it must be profitable, people don't spend money on ads if they can't profit from them – get involved.

HOW TO 'HACK' YOUR WAY INTO THE NICHE

You can have an up-to-date and relevant **authority site** on **AROMATHERAPY**.

This niche has got it all – an obsessive audience with money to spend lots of products on sale, tons of social media sites, loads of blogs and forums with an easy to reach target audience.

You drive traffic from blog commenting, guest posting, forum marketing, interacting on social media with influencers.

You get your content ideas from seeing what's popular on other **AROMATHERAPY**. blogs and related blogs and simply write something bigger and better, bolder and stronger. Make the other ones pale in comparison.

Your profits can grow in no time thanks to the passionate audience in this exciting niche market.

By networking with others in the niche, sharing their content and linking to them, your website will grow. Just watch as they return the favor.

And don't forget to build your email list so you can continue to build your relationship with your audience, drive traffic back to your newest content, and promote to your audience

What You'll Need To Get Started:

- A reliable web-host from the likes of [WP-Engine](#)
- A brandable domain from [NameCheap](#)
- A premium theme from [Studiopress](#)
- Image & graphics from [Photodune from \\$1](#) (don't take images from Google you'll end up in legal trouble)
- An auto-responder to build your email list and contact your customers – [Aweber is just \\$1](#)
- The number #1 email capture tool on the market – [OptinMonster](#), so you can grow your list fast.

WHAT YOU CAN USE THIS REPORT FOR

There are no limits as to what you can use this niche report for, you'll find it useful whether you're looking to research new blog ideas, small product review sites, ecommerce, info-products or other business models.

HOWEVER most of the reports I create, including this one, make great topics for authority sites and blogs as I give you niches where there's a lot of money being spent AND huge demand, big online communities (forums, blogs, social media groups), lots of influential people to network with and a ton of good affiliate products to promote and more.

These niches make for great authority sites / blogs as they have multiple traffic sources, different ways to monetize, endless content ideas, easy to find traffic, scope for growth and more.

How you choose to use them is up to you but make sure you DO use them as simply researching will get you nowhere...taking action will!

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If you have any questions, queries or problems.

Or just want to chat then get in touch below...



- <http://nichehacks.com/contact/>
- <https://www.facebook.com/groups/nichehacksprivate>
- Email: nichehacks@nichehacks.com