

From India to the UK: VedaOils' Global Journey & Rise

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What began in 2018 as a modest venture into essential oils by founder Aayush Gupta has blossomed into a global natural-wellness brand. VedaOils started with a firm belief in Ayurveda and herbal living — and a goal to offer pure, natural oils and raw materials to both DIY enthusiasts and wellness professionals.

Over time, the brand expanded its offerings well beyond essential oils — introducing carrier oils, cosmetic bases, natural butters and waxes, fragrance oils, plus ingredients for soaps, candles, skincare and haircare formulations.

Crossing Borders: Expansion into the UK Market

VedaOils' global ambitions turned concrete with its launch in the UK market. The company established a dedicated UK webstore, making its products accessible to customers outside India.

The expansion was driven by rising global demand for natural, clean beauty and wellness products — especially from DIY-oriented consumers and small-scale beauty entrepreneurs looking for affordable, quality raw materials.

With its UK presence, VedaOils now serves both individual customers and businesses — from small-batch soap and candle makers to full-fledged cosmetic brands seeking bulk supplies.

What VedaOils Offers:

Diverse Product Range

- **Essential & fragrance oils:** 100% natural essential oils, and fragrance oils aimed at personal care, perfumes, soaps, and candle making.
- **Cosmetic & raw-material supplies:** Carrier oils, natural butters, waxes, cosmetic bases — ingredients suitable for skin care, hair care, soap, candle, and cosmetic product formulations.
- **DIY & bulk-supply options:** Catering to hobbyists, small-business owners, and small brands by offering both retail and wholesale quantities, enabling custom formulations and private-label production.

Commitment to Quality & Sustainability

The brand emphasises ethical sourcing, cruelty-free production, eco-conscious manufacturing, and transparency. This ethos resonates with global consumers increasingly seeking “clean”, “green” and “natural” alternatives to chemical-heavy products.

VedaOils follows a “one-umbrella platform” approach, offering everything under a single brand — making it easier for customers and businesses to get diverse wellness and cosmetic ingredients from one trusted source.

Strategic Growth & Influence

VedaOils’ growth journey reflects a broader shift in consumer behaviour — toward natural wellness, DIY cosmetics, and small-batch, artisanal manufacturing. Their expansion into UK (and other international) markets shows demand for clean-label, affordable natural ingredients beyond India’s borders.

For small businesses and DIY artisans — soap-makers, candle-makers, boutique skincare lines — VedaOils offers a cost-effective, accessible gateway

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