



# Personal Care Ingredients: Global Market Analysis

**Base Year: 2018**

**Published: Q2 2019**

**10<sup>th</sup> edition**

A comprehensive analysis of the ingredients used in personal care formulations, their consumption and supply, and the drivers and restraints affecting their growth.

**Regional Coverage:**

- Europe
- China
- Japan
- Brazil
- United States
- India
- Southeast Asia
- Rest of World

## SCOPE

More than 200 ingredients, covered within nine ingredient groups as shown in table 1

- › Consumption of key personal care ingredients by application and region
- › Supplier sales by ingredient type, application, and region

- › Average market pricing of ingredient by region
- › Forecast consumption of ingredients within a five-year timeframe

**Impact of COVID-19 add-on report**

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## Database

Database provides information on the level of the ingredient across all ingredients groups and allows users to fully customize view.

Data available includes the following:

- Consumption of each ingredient by application and region
- Consumption by application (skin care, hair care, oral care, color cosmetics, sun protection)
- Supplier sales by chemical type and region
- Average market pricing of chemical by region
- Historical and forecast consumption (2014-2023)

## Concise reports

Report includes one chapter per ingredient group for each of the seven main regions. Each chapter will provide information on:

- Ingredients pricing
- Market sizing
- Market drivers and restraints including trends
- Appraisal and outlook

Reports are designed to qualitatively explain market dynamics showed in the database.

## COVID-19 add-on report

Subsequently published in April 2020, this report analyzes the impact of the sanitary crisis on the personal care industry and ingredients suppliers.



<b>Ingredient Groups</b>	<b>Ingredient Examples</b>
Antimicrobials	Phenoxyethanol, Citric acid, Parabens, etc.
Conditioning polymers	Cyclomethicone, Polyquaterniums, Hydrolyzates
Color cosmetics ingredients	Mica, Iron oxides, Titanium dioxide, etc.
Emollients	Emollient esters, Glycerin, Almond oil, etc.
Emulsifiers	Lecithin, Glyceryl stearates, Polysorbates, etc.
Hair fixative polymers	PVP, PVP/VA, Gantrez, Aq 48, Amphomer, etc.
Rheology control agents	Hydrated silica, CMC, HEC, Organoclays, etc.
Surfactants	SLS/SLES, Betaines, Fatty alcohol ethoxylates, etc.
UV absorbers	Avobenzone, OMC, Bemotrizinol, etc.

# REPORT BENEFITS

*Personal Care Ingredients: Global Market Analysis* is a practical tool designed for marketing, business, and product managers to help them:

Empower sales, marketing, and strategic management personnel to utilize the most current personal care ingredient data in their areas of responsibility and geographic location

Learn key product usage patterns for each specific market segment and active ingredient volumes, including generics

Understand the competitive landscape and market share situation at the level of the ingredient for each region

## METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

### A Full Spectrum of Services



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## KLING CREDENTIALS

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 60 years.

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