

Personal Care Ingredients: Antimicrobials

Base Year: 2018
Plus 2020 growth
rates update

Published:
Q1 2019
10th edition

Regional Coverage:

Antimicrobials is an essential personal care ingredients segment, with regulations and consumer expectations driving the market.

This study will offer subscribers an understanding of the antimicrobial ingredients used in personal care formulations, their consumption and supply, and the drivers and restraints affecting their growth.

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

SCOPE

For each region, at the level of a single ingredient, the study provides:

- › Product overview by antimicrobial category and ingredient
- › Market size and overview by application and nature of ingredient (synthetic vs. natural)
- › Supplier sales by ingredient type, application, and region
- › Average market pricing
- › Consumer perceptions
- › Forecast consumption of ingredients within a five-year timeframe

Forecasts through 2023

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Database

The database provides information on antimicrobial ingredients and allows users to fully customize their view. Data available includes the following:

- Consumption by application and region
- Supplier sales by region
- Average market pricing by region
- Historical and forecast consumption (2014-2023)



Concise report

Report includes information on:

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

The report is designed to qualitatively explain market dynamics shown in the database.

COVID-19 add-on report

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

Antimicrobial Ingredients Covered

Ingredient Groups	Ingredient Examples
Preservatives	Benzalkonium chloride, benzoates/benzoic acid, benzyl alcohol, BNPD, chlorphenesin, CIT/MIT, citric acid, dehydroacetic acid, diazolidinyl urea, DMDM Hydantoin, imidazolidinyl urea, IPBC, MIT, parabens, phenoxyethanol, Quaternium 15, salicylic acid, sorbic acid/sorbates
Preservative boosters	Ethylhexyl glyceryl, natural preservative boosters, caprylic acid, caprylyl alcohol, phenethyl alcohol, caprylyl glyceryl ether, glyceryl caprylate
Bacteriostats	Triclosan, triclocarban, other bacteriostats
Anti-dandruff agents	Caprylic acid, caprylyl alcohol, caprylyl glyceryl ether, ethylhexyl glyceryl, glyceryl caprylate, natural preservative boosters, phenethyl alcohol

REPORT BENEFITS

Personal Care Ingredients: Antimicrobials 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

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.

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