



Personal Care Ingredients: Africa Market Analysis

Base Year: 2020

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1st edition

Regional Coverage: • Africa

As growth in some parts of Asia flattens, personal care products and their ingredients are turning toward Africa for their next most-important growth opportunities. This study offers a comprehensive analysis of the ingredients used in personal care formulations, their consumption and supply, and the drivers and restraints affecting their growth.

SCOPE

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

- › Consumption of key personal care ingredients by application
- › Supplier sales by ingredient type and application
- › Average market pricing of ingredient
- › Forecast consumption of ingredients within a five-year timeframe

- › The Africa region will be further split by sub-regions:
 - › North Africa (Morocco, Algeria, etc.)
 - › East Africa (Ethiopia, Ken, etc.)
 - › West Africa (Ghana, Nigeria, etc.)
 - › South Africa (South Africa, Namibia, etc.)

TABLE OF CONTENTS

Database

The database provides information on the level of the ingredient across all ingredients groups and allows users to fully customize their view. Data available includes the following:

- Consumption of each ingredient by application
- Consumption by application (skin care, hair care, oral care, color cosmetics, sun protection)
- Supplier sales by chemical type
- Average market pricing of chemical
- Forecast consumption (2020-2025)

Concise reports

The report includes one chapter per ingredient group. 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.



Table 1. Ingredient Groups

Ingredient Groups	Ingredient Examples
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

This report 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.

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