



# Personal Care Ingredients: Global Market Analysis

**Base Year: 2021**

**To be Published:  
Q4 2021**

**11<sup>th</sup> edition**

**Regional Coverage:**

The 11<sup>th</sup> edition of our flagship program, this study analyzes the consumption, supply, and pricing of ingredients used in personal care formulations. It also evaluates drivers and restraints affecting the market and builds a five-year forecast model, giving a clear view of market opportunities in the post-COVID world.

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

## SCOPE

About 250 ingredients, covered within 12 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 time frame

**NEW BROADER  
INGREDIENTS SCOPE**

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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 care)
- Supplier sales by chemical type and region
- Average market pricing of chemical by region
- Historical and forecast consumption (2015-2026)

## 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
- Natural alternatives
- Appraisal and outlook

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



**Table 1. Ingredient Groups Covered**

Groups	Examples
Antimicrobials	Phenoxyethanol, citric acid, parabens
Conditioning polymers	Cyclomethicone, polyquaterniums, hydrolyzates
Color cosmetics ingredients	Mica, iron oxides, titanium dioxide
Emollients	Emollient esters, glycerin, almond oil
Emulsifiers	Lecithin, glyceryl stearates, polysorbates
Film formers	Acrylates, PVA, Polyurethane
Hair fixative polymers	PVP, PVP/VA, Gantrez, AQ 48, Amphomer
Rheology control agents	Hydrated silica, CMC, HEC, organoclays
Sensory enhancers	Silica microbeads, sodium starch octenylsuccinate
SPF Boosters	Styrene acrylates, MCC
Surfactants	SLS/SLES, betaines, fatty alcohol ethoxylates
UV absorbers	Avobenzone, OMC, Bemotrizinol

## 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

Evaluate opportunities and risk created by market drivers and restraints in each global region and understand how natural alternatives are reshaping the market

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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## KLINE 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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