



# Specialty Actives in Personal Care: Analysis of the Biotechnology Products Market

**Base Year: 2019**

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This detailed, independent appraisal of biotechnology actives in personal care in the key regional markets assesses current and forecast demand by major ingredients and functionality, product trends and prices, distribution channels, supplier sales, and technical and market trends.

**Regional Coverage:**

- Europe
- United States
- Brazil
- China
- Japan
- South Korea

## SCOPE

- › Product overview and pricing is provided for all ingredients covered within biotechnology ingredient groups, as shown in Table 1
- › Consumption of biotechnology ingredients by region and application
- › Distribution of biotechnology products by region
- › Supplier sales in each region
- › Forecast consumption of ingredients within a five-year timeframe
- › New product introductions from 2017 through 2020

**Featuring impact of COVID-19**

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## Introduction

### Biotechnology Actives Overview

For each ingredient, the following information is provided:

- Market overview
- Pricing analysis
- Market sizing
- Competition

### New Product Introductions

A list of new branded biotechnology products in personal care by year, brand, active/source and function

### Distribution Network

### Emerging Trends

## Consumption of Biotechnology Actives by Ingredient and Functionality

An overview of ingredients and their key functionality—for example, anti-aging, including the actives defined as “anti-aging” and potential for this market

### Competitive Landscape

### Outlook

Including an assessment of key drivers and restraints expected to progress the market in the future

INCLUDES INTERACTIVE DATABASE



**Table 1: Biotechnology products**

Hyaluronic Acid	Microalgae Extracts and Phyco-Polysaccharides
Ceramides	Beta-Glucans and Glucomannan
DHA and Erythrose	Prebiotics and Probiotics
Stem Cell Extracts	All other

## REPORT BENEFITS

This report provides marketing and product managers within the personal care ingredients industry an understanding of the evolution of the biotechnology active ingredients market in each significant region, product group, and application. It also offers subscribers:

Identification of key growth by product and geography to enable development of targeted sales and marketing strategies to exploit high-growth areas

Highlights of new product developments which will impact market share of existing products, thus allowing subscribers to develop the appropriate business strategy to follow growth or protect share

Forecasts of scenarios from which to base solid strategic business plans

## 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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+1-973-435-3407

### Brazil

+55-11-3079-0792

### China

+86-21 6012-6500

### Dubai

+971-4-214-9892

### Europe

+32-2-770-4740

### India

+91-124-4546-100

### Japan

+81-3-3242-6277