



# Specialty Actives in Personal Care: Global Market Analysis and Opportunities

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This detailed, independent appraisal of 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

- › More than 50 ingredients covered within seven active ingredient groups as given in table 1
- › Consumption of key active ingredients by region
- › Consumption of active ingredient categories by application in each region
- › Supplier sales by active ingredient category in each region
- › Forecast consumption of ingredients within a five-year timeframe

**Featuring Impact of COVID-19**

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## Introduction

### Executive Summary

An overview of the report findings

### Market Overview

- Introduction to specialty actives
- Regulatory overview
- Competitive landscape

### Active Ingredient Categories

For each specialty active, the following information is provided:

- Market overview
- Pricing analysis
- Market sizing
- Competitive structure
- Market share analysis
- Key market drivers and restraints
- Market forecast and outlook

## Functionality Analysis

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

## Claim Analysis

While functionality (i.e. moisturizing, antioxidant, etc.) is an important product attribute, claims (i.e. anti-pollution, blue light protection, etc.) are at least equally important, as they are often going to be used in the finished product’s marketing message. This chapter provides an assessment of successful claims as well as an appraisal of claims expected to drive the market in the future.

## Supplier Profiles

Ten supplier profiles in each regional report

## INTERACTIVE DATABASE



**Table 1. Active Ingredient Categories**

Botanical actives	Peptides
Biotechnology products	Synthetic actives
Marine ingredients	Enzymes and coenzymes
Proteins	

## REPORT BENEFITS

This report provides marketing and product managers within the personal care ingredients industry an understanding of the evolution of the 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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