

Global Cosmetic clay Market Size study & Forecast, by Type (White Cosmetic Clay, Green Clay, Bentonite and Rose Clay) by Application (Body Powders, Lotions, Creams, Soaps and Other) and Regional Analysis, 2023-2030

<https://marketpublishers.com/r/GB4E1432B3D1EN.html>

Date: July 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GB4E1432B3D1EN

Abstracts

Global Cosmetic clay Market is valued approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Cosmetic clay is a type of clay that is used in various beauty and skincare products due to its beneficial properties for the skin. There are several types of cosmetic clay, including kaolin, bentonite, rhassoul, and French green clay, each with unique properties and benefits. The cosmetic clay market has seen significant growth in recent years, as more consumers seek natural and organic skincare products. The market is expected to continue growing, driven by increasing consumer awareness about the benefits of using natural ingredients in skincare products and the rising demand for eco-friendly and sustainable beauty products. Cosmetic clay has been used for centuries in various beauty and skincare treatments. Also known as healing clay, it is a natural, mineral-rich substance that has numerous benefits for the skin. There are various types of cosmetic clay available, each with unique properties and benefits.

Cosmetic clay has excellent cleansing and purifying properties that help remove dirt, impurities, and excess oil from the skin. It can be used in facial cleansers, masks, and scrubs to help unclog pores and leave the skin feeling clean and refreshed. Moreover, growing demand for cosmetics across the globe is expected to drive the market growth. Euromonitor International's latest research indicates that the beauty and personal care market in China experienced strong growth in 2021, reaching \$88 billion, a 10% increase from the previous year. Notably, color cosmetics and fragrances saw impressive growth, as consumers increasingly traded up. This trend led to a rise in

premium sales and product upgrades, likely due to the impact of the pandemic and a desire for glamour and self-care after a prolonged period of uncertainty and austerity. Moreover, the rapid evolution of e-commerce and retail digitalization is driving new growth opportunities in the beauty and personal care market. This trend is expected to continue as consumers increasingly turn to online shopping channels for their beauty and personal care needs, creating opportunities for cosmetic clay market.

The key regions considered for the Global Cosmetic clay Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Cosmetic clay is widely used in skincare and beauty products in North America, particularly in the United States. The region has a large market for natural and organic skincare products, and cosmetic clay is a popular natural ingredient used in such products. Bentonite clay and kaolin clay are the most used types of cosmetic clay in North America. Asia-Pacific region is a growing market for cosmetic clay, with countries like China, Japan, and India being major consumers. Cosmetic clay is often used in traditional beauty practices in these countries, and is gaining popularity in modern skincare and beauty products as well. Bentonite clay, kaolin clay, and red clay are some of the most popular types of cosmetic clay used in Asia-Pacific.

Major market player included in this report are:

Clariant International Ltd.

BASF SE

Ashland Global Holdings Inc.

Croda International Plc.

Ashland Specialty Ingredients

Lonza Group AG

Evonik Industries AG

Elementis plc

Natural Sourcing LLC

The Lubrizol Corporation

Recent Developments in the Market:

In 2019, L'Oréal Paris launched their Pure-Clay Cleanser line, which includes a range of facial cleansers featuring different types of cosmetic clay, such as kaolin clay, Moroccan lava clay, and montmorillonite clay.

In 2020, the personal care company Unilever announced a partnership with the biotech firm LanzaTech to develop a technology that would allow them to use carbon emissions to produce olefins, which are used in a range of products, including cosmetic clays.

In 2021, the beauty brand Biossance launched a Squalane + Glycolic Renewal Facial

Mask, which features both glycolic acid and white kaolin clay to exfoliate and brighten the skin.

In 2022, the skincare brand Tata Harper launched a Purifying Pore Detox Cleanser featuring pink clay, which is formulated to cleanse and purify the skin while minimizing the appearance of pores.

In 2023, the cosmetics company Lush announced a partnership with the sustainable packaging company Sulapac to develop eco-friendly packaging for their products, including their line of cosmetic clay face masks.

Global Cosmetic clay Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Type, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

White Cosmetic Clay

Green Clay

Bentonite

Rose Clay

By Application:

Body Powders

Lotions
Creams
Soaps
Other

By Region:

North America
U.S.
Canada

Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC

Latin America
Brazil
Mexico

Middle East & Africa
Saudi Arabia
South Africa
Rest of Middle East & Africa

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