

Global Humectants Market Size Study & Forecast, by Product (Sugar Alcohol, Alpha Hydroxy Acid, Glycols), by Application (Food & Beverages, Oral & Personal Care), and Regional Forecasts 2025–2035

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Abstracts

The Global Humectants Market is valued at approximately USD 12.13 billion in 2024 and is anticipated to register a robust compound annual growth rate (CAGR) of 6.50% over the forecast period of 2025 to 2035. This impressive growth trajectory is underpinned by the surging demand for moisture-retaining agents across a wide array of consumer-driven industries—from processed foods and baked goods to skincare, oral care, and even dietary supplements. Humectants play a vital role in enhancing texture, extending shelf-life, and preserving freshness by attracting and retaining water molecules. As consumer preferences tilt strongly towards enhanced product functionality and extended product usability, the adoption of humectants is being propelled into mainstream production processes across the globe.

Over the past few years, rising health consciousness and a growing inclination towards clean-label ingredients have influenced food and personal care companies to integrate naturally derived humectants, particularly sugar alcohols and glycols, into their product lines. Innovations in ingredient processing and formulation technologies are enabling manufacturers to replicate the hydrating and sensory properties of synthetic alternatives, while aligning with consumer demand for bio-based and sustainable inputs. Additionally, the incorporation of alpha hydroxy acids in premium skincare formulations has contributed significantly to this market's growth, particularly among aging populations seeking effective hydration and exfoliation solutions.

Regionally, North America continues to dominate the global humectants market, primarily due to advanced R&D capabilities, high consumer awareness, and a well-

established processed food and cosmetics industry. The United States, in particular, exhibits heightened demand from both the functional foods and anti-aging skincare sectors. Europe, on the other hand, maintains strong market potential driven by stringent cosmetic regulations encouraging the use of safer and non-toxic humectant alternatives. Meanwhile, the Asia Pacific region is projected to witness the fastest growth throughout the forecast period. With its rapidly expanding middle-class population, increasing urbanization, and rising disposable income, countries such as China, India, and South Korea are emerging as lucrative markets for humectant-based personal care and F&B products. Additionally, governmental initiatives encouraging domestic manufacturing and clean-label compliance are further accelerating regional adoption.

Major market players included in this report are:

Schlumberger Limited

Croda International Plc.

Impact Fluid Solutions

BASF SE

Aubin Group

Baker Hughes Company

Halliburton Company

M&D Industries of Louisiana, Inc.

Trican Well Service Ltd.

Chevron Phillips Chemical Company

Cargill, Incorporated

Archer Daniels Midland Company

DuPont de Nemours, Inc.

Glanbia PLC

Koninklijke DSM N.V.

Global Humectants Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025–2035

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

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

Customization Scope – Free report customization (equivalent up to 8 analysts' 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 for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players.

The detailed segments and sub-segments of the market are explained below:

By Product:

Sugar Alcohol

Alpha Hydroxy Acid

Glycols

By Application:

Food & Beverages

Oral & Personal Care

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Contents

CHAPTER 1. GLOBAL HUMECTANTS MARKET REPORT SCOPE & METHODOLOGY

- 1.1. Research Objective
- 1.2. Research Methodology
 - 1.2.1. Forecast Model
 - 1.2.2. Desk Research
 - 1.2.3. Top Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
 - 1.4.1. Market Definition
 - 1.4.2. Market Segmentation
- 1.5. Research Assumption
 - 1.5.1. Inclusion & Exclusion
 - 1.5.2. Limitations
 - 1.5.3. Years Considered for the Study

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. Key Findings

CHAPTER 3. GLOBAL HUMECTANTS MARKET FORCES ANALYSIS

- 3.1. Market Forces Shaping The Global Humectants Market (2024–2035)
- 3.2. Drivers
 - 3.2.1. Rising demand for processed food and functional beverages
 - 3.2.2. Increasing adoption of clean-label and naturally derived ingredients
- 3.3. Restraints
 - 3.3.1. Regulatory hurdles and compliance complexities in food additives
 - 3.3.2. Limited shelf-life or instability in certain humectant formulations
- 3.4. Opportunities
 - 3.4.1. Expansion of personal care industry in emerging economies
 - 3.4.2. Technological advancements enabling eco-friendly and plant-based humectants

CHAPTER 4. GLOBAL HUMECTANTS INDUSTRY ANALYSIS

- 4.1. Porter's 5 Forces Model
 - 4.1.1. Bargaining Power of Buyers
 - 4.1.2. Bargaining Power of Suppliers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Forecast Model (2024–2035)
- 4.3. PESTEL Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024–2025)
- 4.7. Global Pricing Analysis and Trends 2025
- 4.8. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL HUMECTANTS MARKET SIZE & FORECASTS BY PRODUCT 2025–2035

- 5.1. Market Overview
- 5.2. Global Humectants Market Performance - Potential Analysis (2025)
- 5.3. Sugar Alcohol
 - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.3.2. Market Size Analysis, by Region, 2025–2035
- 5.4. Alpha Hydroxy Acid
 - 5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.4.2. Market Size Analysis, by Region, 2025–2035
- 5.5. Glycols
 - 5.5.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.5.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 6. GLOBAL HUMECTANTS MARKET SIZE & FORECASTS BY APPLICATION 2025–2035

- 6.1. Market Overview
- 6.2. Global Humectants Market Performance - Potential Analysis (2025)
- 6.3. Food & Beverages
 - 6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 6.3.2. Market Size Analysis, by Region, 2025–2035
- 6.4. Oral & Personal Care
 - 6.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 6.4.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 7. GLOBAL HUMECTANTS MARKET SIZE & FORECASTS BY REGION 2025–2035

- 7.1. Global Humectants Market, Regional Market Snapshot
- 7.2. Top Leading & Emerging Countries
- 7.3. North America Humectants Market
 - 7.3.1. U.S.
 - 7.3.1.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.3.1.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.3.2. Canada
 - 7.3.2.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.3.2.2. Application Breakdown Size & Forecasts, 2025–2035
- 7.4. Europe Humectants Market
 - 7.4.1. UK
 - 7.4.1.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.4.1.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.4.2. Germany
 - 7.4.2.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.4.2.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.4.3. France
 - 7.4.3.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.4.3.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.4.4. Spain
 - 7.4.4.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.4.4.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.4.5. Italy
 - 7.4.5.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.4.5.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.4.6. Rest of Europe

- 7.4.6.1. Product Breakdown Size & Forecasts, 2025–2035
- 7.4.6.2. Application Breakdown Size & Forecasts, 2025–2035
- 7.5. Asia Pacific Humectants Market
 - 7.5.1. China
 - 7.5.1.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.5.1.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.5.2. India
 - 7.5.2.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.5.2.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.5.3. Japan
 - 7.5.3.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.5.3.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.5.4. Australia
 - 7.5.4.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.5.4.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.5.5. South Korea
 - 7.5.5.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.5.5.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.5.6. Rest of Asia Pacific
 - 7.5.6.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.5.6.2. Application Breakdown Size & Forecasts, 2025–2035
- 7.6. Latin America Humectants Market
 - 7.6.1. Brazil
 - 7.6.1.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.6.1.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.6.2. Mexico
 - 7.6.2.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.6.2.2. Application Breakdown Size & Forecasts, 2025–2035
- 7.7. Middle East and Africa Humectants Market
 - 7.7.1. UAE
 - 7.7.1.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.7.1.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.7.2. Saudi Arabia
 - 7.7.2.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.7.2.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.7.3. South Africa
 - 7.7.3.1. Product Breakdown Size & Forecasts, 2025–2035
 - 7.7.3.2. Application Breakdown Size & Forecasts, 2025–2035
 - 7.7.4. Rest of Middle East & Africa

7.7.4.1. Product Breakdown Size & Forecasts, 2025–2035

7.7.4.2. Application Breakdown Size & Forecasts, 2025–2035

CHAPTER 8. COMPETITIVE INTELLIGENCE

8.1. Top Market Strategies

8.2. Cargill, Incorporated

8.2.1. Company Overview

8.2.2. Key Executives

8.2.3. Company Snapshot

8.2.4. Financial Performance (Subject to Data Availability)

8.2.5. Product/Services Port

8.2.6. Recent Development

8.2.7. Market Strategies

8.2.8. SWOT Analysis

8.3. Archer Daniels Midland Company

8.4. DuPont de Nemours, Inc.

8.5. Glanbia PLC

8.6. BASF SE

8.7. Croda International Plc.

8.8. Koninklijke DSM N.V.

8.9. Impact Fluid Solutions

8.10. Chevron Phillips Chemical Company

8.11. Aubin Group

8.12. Baker Hughes Company

8.13. M&D Industries of Louisiana, Inc.

8.14. Halliburton Company

8.15. Schlumberger Limited

List Of Tables

LIST OF TABLES

- Table 1. Global Humectants Market, Report Scope
- Table 2. Global Humectants Market Estimates & Forecasts By Region 2024–2035
- Table 3. Global Humectants Market Estimates & Forecasts By Application 2024–2035
- Table 4. Global Humectants Market Estimates & Forecasts By Product 2024–2035
- Table 5. U.S. Humectants Market Estimates & Forecasts, 2024–2035
- Table 6. Canada Humectants Market Estimates & Forecasts, 2024–2035
- Table 7. UK Humectants Market Estimates & Forecasts, 2024–2035
- Table 8. Germany Humectants Market Estimates & Forecasts, 2024–2035
- Table 9. France Humectants Market Estimates & Forecasts, 2024–2035
- Table 10. Spain Humectants Market Estimates & Forecasts, 2024–2035
- Table 11. Italy Humectants Market Estimates & Forecasts, 2024–2035
- Table 12. Rest of Europe Humectants Market Estimates & Forecasts, 2024–2035
- Table 13. China Humectants Market Estimates & Forecasts, 2024–2035
- Table 14. India Humectants Market Estimates & Forecasts, 2024–2035
- Table 15. Japan Humectants Market Estimates & Forecasts, 2024–2035
- Table 16. Australia Humectants Market Estimates & Forecasts, 2024–2035
- Table 17. South Korea Humectants Market Estimates & Forecasts, 2024–2035
- Table 18. Rest of Asia Pacific Humectants Market Estimates & Forecasts, 2024–2035
- Table 19. Brazil Humectants Market Estimates & Forecasts, 2024–2035
- Table 20. Mexico Humectants Market Estimates & Forecasts, 2024–2035
- Table 21. UAE Humectants Market Estimates & Forecasts, 2024–2035
- Table 22. Saudi Arabia Humectants Market Estimates & Forecasts, 2024–2035
- Table 23. South Africa Humectants Market Estimates & Forecasts, 2024–2035
- Table 24. Rest of Middle East & Africa Humectants Market Estimates & Forecasts, 2024–2035

List Of Figures

LIST OF FIGURES

- Figure 1. Global Humectants Market, Research Methodology
- Figure 2. Global Humectants Market, Market Estimation Techniques
- Figure 3. Global Market Size Estimates & Forecast Methods
- Figure 4. Global Humectants Market, Key Trends 2025
- Figure 5. Global Humectants Market, Growth Prospects 2024–2035
- Figure 6. Global Humectants Market, Porter's Five Forces Model
- Figure 7. Global Humectants Market, PESTEL Analysis
- Figure 8. Global Humectants Market, Value Chain Analysis
- Figure 9. Humectants Market By Product, 2025 & 2035
- Figure 10. Humectants Market By Application, 2025 & 2035
- Figure 11. North America Humectants Market, 2025 & 2035
- Figure 12. Europe Humectants Market, 2025 & 2035
- Figure 13. Asia Pacific Humectants Market, 2025 & 2035
- Figure 14. Latin America Humectants Market, 2025 & 2035
- Figure 15. Middle East & Africa Humectants Market, 2025 & 2035
- Figure 16. Global Humectants Market, Company Market Share Analysis (2025)

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