

Global Personal Care Ingredients Market Size study & Forecast, by Ingredient Type (Emollients, Surfactants, Rheology Modifiers, Emulsifiers, Conditioning Polymers), Application, and Regional Forecasts 2025–2035

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Abstracts

The Global Personal Care Ingredients Market is valued approximately at USD 19.61 billion in 2024 and is anticipated to grow with a steady CAGR of more than 4.00% over the forecast period 2025–2035. Personal care ingredients serve as the backbone of cosmetic formulations, meticulously engineered to cater to an ever-evolving demand for functional, aesthetic, and sensory benefits across beauty and hygiene applications. With increasing consumer consciousness surrounding skincare, haircare, and clean-label formulations, the demand for multifunctional and sustainable ingredients has accelerated dramatically. Whether enhancing texture, stabilizing emulsions, or delivering targeted skin or hair benefits, these compounds are instrumental in delivering performance-based and sensory-driven product experiences. As brands pivot towards innovation in green chemistry, bio-based solutions, and sensorial appeal, personal care ingredient manufacturers are being nudged toward a path of transformative development.

What truly sets this market in motion is the mounting interest in wellness-centric lifestyles and eco-conscious formulations, leading to a notable shift in R&D investments toward botanical extracts, biodegradable emulsifiers, and sulfate-free surfactants. Emollients and conditioning polymers, for instance, have gained traction as brands strive to meet demands for non-irritating, dermo-cosmetic-grade solutions. Meanwhile, advances in rheology modifiers are redefining how textures, absorption rates, and application experiences are optimized in skin and hair care formulations. The inclusion of safe preservatives, skin microbiome-enhancing actives, and multi-purpose

ingredients is a trend rapidly becoming the new normal. Furthermore, the clean beauty trend and regulatory tightening around banned substances are compelling manufacturers to re-engineer conventional formulations, paving the way for novel ingredient innovations.

From a regional vantage point, North America currently dominates the global landscape, driven by high consumer awareness, strong spending power, and a robust ecosystem of premium personal care brands. Europe follows closely, bolstered by stringent regulatory standards under REACH and a widespread cultural preference for naturally derived ingredients. However, the Asia Pacific region is poised for the fastest expansion through 2035. Rapid urbanization, an exploding middle-class population, and the growing influence of K-beauty and J-beauty trends across countries like China, South Korea, and India are reshaping the demand curve. Local and global brands are aggressively investing in this region to tap into the dynamic consumer base, supported by rising e-commerce penetration and a shift in grooming habits.

Major market players included in this report are:

BASF SE

Croda International Plc.

Clariant AG

Ashland Inc.

Dow Inc.

Evonik Industries AG

Solvay S.A.

Symrise AG

Givaudan SA

Lonza Group AG

Innospec Inc.

Akzo Nobel N.V.

Wacker Chemie AG

DSM-Firmenich AG

Lubrizol Corporation

Global Personal Care Ingredients 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:

Global Personal Care Ingredients Market Size study & Forecast, by Ingredient Type (Emollients, Surfactants, Rh...

By Ingredient Type:

Emollients

Surfactants

Rheology Modifiers

Emulsifiers

Conditioning Polymers

By Application:

Skin Care

Hair Care

Oral Care

Makeup

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.

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