

# Global Polyquaternium-10 Market Research Report 2026(Status and Outlook)

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## Abstracts

Polyquaternium-10 is a water-soluble polymer derived from hydroxyethylcellulose, a cellulose-based substance that undergoes quaternization to form a cationic polymer. It belongs to the family of polyquaterniums, which are widely used in personal care and cosmetic formulations due to their conditioning, film-forming, and thickening properties. The "10" in its name represents its specific chemical structure and functionality within this family of polymers. Polyquaternium-10 is particularly known for its ability to bond with negatively charged surfaces, such as hair and skin, due to its cationic (positively charged) nature. This interaction helps improve the appearance, texture, and manageability of hair and provides a soft and moisturized feel to the skin. It is commonly used in shampoos, conditioners, body washes, and other personal care products to enhance product performance by reducing static electricity, improving combability, and offering a smooth finish. In addition to its cosmetic applications, Polyquaternium-10 is valued for its safety profile, biodegradability, and compatibility with various surfactants and active ingredients. It is available in different grades, allowing manufacturers to customize its viscosity, molecular weight, and charge density for specific formulations. Rising consumer spending on beauty and personal care products, especially in developing regions, has increased demand for high-performance ingredients like Polyquaternium-10. The global focus on hair health and styling, coupled with the prevalence of hair damage due to pollution and heat styling, has driven the need for conditioning agents such as Polyquaternium-10. Consumers increasingly prefer eco-friendly and biodegradable products, positioning Polyquaternium-10 as a favored ingredient due to its cellulose-derived origin. Advances in formulation science have enabled the use of Polyquaternium-10 in multifunctional products, such as 2-in-1 shampoos and micellar cleansers, broadening its application scope. Global core polyquaternium-10 players include Dow, KCI and Guangzhou Tinci Materials Technology etc. The top 3 companies hold a share about 60%. Europe is the largest

market with a share about 30%, followed by China and Japan. In terms of product, viscosity?500cps type is the largest segment with a share about 75%. And in terms of applications, the largest application is hair care with a share about 85%.

The global Polyquaternium-10 market size was estimated at USD 50.5 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 8.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Polyquaternium-10 market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Polyquaternium-10 market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Polyquaternium-10 market.

### **Global Polyquaternium-10 Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can

significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Nouryon  
Dow  
KCI  
TOHO Chemical  
Lubrizol  
Guangzhou Tinci Materials Technology Co., Ltd  
Zhejiang Xinhaitian Biological Technology Co., Ltd  
Nanjing Joint Friends Chemical  
Miwon Commercial

### **Market Segmentation (by Type)**

Below 200 Cps  
200-500 Cps  
Above 500 Cps

### **Market Segmentation (by Application)**

Haircare  
Skincare  
Others

### **Geographic Segmentation**

North America (USA, Canada, Mexico)  
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)  
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)  
South America (Brazil, Argentina, Columbia, Rest of South America)  
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance  
Recent industry trends and developments  
Competitive landscape & strategies of key players  
Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the Polyquaternium-10 Market  
Overview of the regional outlook of the Polyquaternium-10 Market:

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### **Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Polyquaternium-10 Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Polyquaternium-10, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players,

along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### **Customization of the Report**

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## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Polyquaternium-10
- 1.2 Key Market Segments
  - 1.2.1 Polyquaternium-10 Segment by Type
  - 1.2.2 Polyquaternium-10 Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 POLYQUATERNIUM-10 MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Polyquaternium-10 Market Size (M USD) Estimates and Forecasts (2020-2035)
  - 2.1.2 Global Polyquaternium-10 Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 POLYQUATERNIUM-10 MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global Polyquaternium-10 Product Life Cycle
- 3.3 Global Polyquaternium-10 Sales by Manufacturers (2020-2025)
- 3.4 Global Polyquaternium-10 Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Polyquaternium-10 Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Polyquaternium-10 Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Polyquaternium-10 Market Competitive Situation and Trends
  - 3.8.1 Polyquaternium-10 Market Concentration Rate
  - 3.8.2 Global 5 and 10 Largest Polyquaternium-10 Players Market Share by Revenue
  - 3.8.3 Mergers & Acquisitions, Expansion

### **4 POLYQUATERNIUM-10 INDUSTRY CHAIN ANALYSIS**

- 4.1 Polyquaternium-10 Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF POLYQUATERNIUM-10 MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global Polyquaternium-10 Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 U.S. Tariff Policy ? April 2025
  - 5.6.3 Global Trade Frictions and Their Impacts to Polyquaternium-10 Market
- 5.7 ESG Ratings of Leading Companies

## **6 POLYQUATERNIUM-10 MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Polyquaternium-10 Sales Market Share by Type (2020-2025)
- 6.3 Global Polyquaternium-10 Market Size by Type (2020-2025)
- 6.4 Global Polyquaternium-10 Price by Type (2020-2025)

## **7 POLYQUATERNIUM-10 MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Polyquaternium-10 Market Sales by Application (2020-2025)
- 7.3 Global Polyquaternium-10 Market Size (M USD) by Application (2020-2025)

## 7.4 Global Polyquaternium-10 Sales Growth Rate by Application (2020-2025)

# 8 POLYQUATERNIUM-10 MARKET SALES BY REGION

## 8.1 Global Polyquaternium-10 Sales by Region

### 8.1.1 Global Polyquaternium-10 Sales by Region

### 8.1.2 Global Polyquaternium-10 Sales Market Share by Region

## 8.2 Global Polyquaternium-10 Market Size by Region

### 8.2.1 Global Polyquaternium-10 Market Size by Region

### 8.2.2 Global Polyquaternium-10 Market Size by Region

## 8.3 North America

### 8.3.1 North America Polyquaternium-10 Sales by Country

### 8.3.2 North America Polyquaternium-10 Market Size by Country

### 8.3.3 U.S. Market Overview

### 8.3.4 Canada Market Overview

### 8.3.5 Mexico Market Overview

## 8.4 Europe

### 8.4.1 Europe Polyquaternium-10 Sales by Country

### 8.4.2 Europe Polyquaternium-10 Market Size by Country

### 8.4.3 Germany Market Overview

### 8.4.4 France Market Overview

### 8.4.5 U.K. Market Overview

### 8.4.6 Italy Market Overview

### 8.4.7 Spain Market Overview

## 8.5 Asia Pacific

### 8.5.1 Asia Pacific Polyquaternium-10 Sales by Region

### 8.5.2 Asia Pacific Polyquaternium-10 Market Size by Region

### 8.5.3 China Market Overview

### 8.5.4 Japan Market Overview

### 8.5.5 South Korea Market Overview

### 8.5.6 India Market Overview

### 8.5.7 Southeast Asia Market Overview

## 8.6 South America

### 8.6.1 South America Polyquaternium-10 Sales by Country

### 8.6.2 South America Polyquaternium-10 Market Size by Country

### 8.6.3 Brazil Market Overview

### 8.6.4 Argentina Market Overview

### 8.6.5 Columbia Market Overview

## 8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Polyquaternium-10 Sales by Region
- 8.7.2 Middle East and Africa Polyquaternium-10 Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

## **9 POLYQUATERNIUM-10 MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Polyquaternium-10 by Region(2020-2025)
- 9.2 Global Polyquaternium-10 Revenue Market Share by Region (2020-2025)
- 9.3 Global Polyquaternium-10 Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Polyquaternium-10 Production
  - 9.4.1 North America Polyquaternium-10 Production Growth Rate (2020-2025)
  - 9.4.2 North America Polyquaternium-10 Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Polyquaternium-10 Production
  - 9.5.1 Europe Polyquaternium-10 Production Growth Rate (2020-2025)
  - 9.5.2 Europe Polyquaternium-10 Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Polyquaternium-10 Production (2020-2025)
  - 9.6.1 Japan Polyquaternium-10 Production Growth Rate (2020-2025)
  - 9.6.2 Japan Polyquaternium-10 Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Polyquaternium-10 Production (2020-2025)
  - 9.7.1 China Polyquaternium-10 Production Growth Rate (2020-2025)
  - 9.7.2 China Polyquaternium-10 Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

- 10.1 Nouryon
  - 10.1.1 Nouryon Basic Information
  - 10.1.2 Nouryon Polyquaternium-10 Product Overview
  - 10.1.3 Nouryon Polyquaternium-10 Product Market Performance
  - 10.1.4 Nouryon Business Overview
  - 10.1.5 Nouryon SWOT Analysis

- 10.1.6 Nouryon Recent Developments
- 10.2 Dow
  - 10.2.1 Dow Basic Information
  - 10.2.2 Dow Polyquaternium-10 Product Overview
  - 10.2.3 Dow Polyquaternium-10 Product Market Performance
  - 10.2.4 Dow Business Overview
  - 10.2.5 Dow SWOT Analysis
  - 10.2.6 Dow Recent Developments
- 10.3 KCI
  - 10.3.1 KCI Basic Information
  - 10.3.2 KCI Polyquaternium-10 Product Overview
  - 10.3.3 KCI Polyquaternium-10 Product Market Performance
  - 10.3.4 KCI Business Overview
  - 10.3.5 KCI SWOT Analysis
  - 10.3.6 KCI Recent Developments
- 10.4 TOHO Chemical
  - 10.4.1 TOHO Chemical Basic Information
  - 10.4.2 TOHO Chemical Polyquaternium-10 Product Overview
  - 10.4.3 TOHO Chemical Polyquaternium-10 Product Market Performance
  - 10.4.4 TOHO Chemical Business Overview
  - 10.4.5 TOHO Chemical Recent Developments
- 10.5 Lubrizol
  - 10.5.1 Lubrizol Basic Information
  - 10.5.2 Lubrizol Polyquaternium-10 Product Overview
  - 10.5.3 Lubrizol Polyquaternium-10 Product Market Performance
  - 10.5.4 Lubrizol Business Overview
  - 10.5.5 Lubrizol Recent Developments
- 10.6 Guangzhou Tinci Materials Technology Co., Ltd
  - 10.6.1 Guangzhou Tinci Materials Technology Co., Ltd Basic Information
  - 10.6.2 Guangzhou Tinci Materials Technology Co., Ltd Polyquaternium-10 Product Overview
  - 10.6.3 Guangzhou Tinci Materials Technology Co., Ltd Polyquaternium-10 Product Market Performance
  - 10.6.4 Guangzhou Tinci Materials Technology Co., Ltd Business Overview
  - 10.6.5 Guangzhou Tinci Materials Technology Co., Ltd Recent Developments
- 10.7 Zhejiang Xinhaitian Biological Technology Co., Ltd
  - 10.7.1 Zhejiang Xinhaitian Biological Technology Co., Ltd Basic Information
  - 10.7.2 Zhejiang Xinhaitian Biological Technology Co., Ltd Polyquaternium-10 Product Overview

10.7.3 Zhejiang Xinhaitian Biological Technology Co., Ltd Polyquaternium-10 Product Market Performance

10.7.4 Zhejiang Xinhaitian Biological Technology Co., Ltd Business Overview

10.7.5 Zhejiang Xinhaitian Biological Technology Co., Ltd Recent Developments

10.8 Nanjing Joint Friends Chemical

10.8.1 Nanjing Joint Friends Chemical Basic Information

10.8.2 Nanjing Joint Friends Chemical Polyquaternium-10 Product Overview

10.8.3 Nanjing Joint Friends Chemical Polyquaternium-10 Product Market

Performance

10.8.4 Nanjing Joint Friends Chemical Business Overview

10.8.5 Nanjing Joint Friends Chemical Recent Developments

10.9 Miwon Commercial

10.9.1 Miwon Commercial Basic Information

10.9.2 Miwon Commercial Polyquaternium-10 Product Overview

10.9.3 Miwon Commercial Polyquaternium-10 Product Market Performance

10.9.4 Miwon Commercial Business Overview

10.9.5 Miwon Commercial Recent Developments

## **11 POLYQUATERNIUM-10 MARKET FORECAST BY REGION**

11.1 Global Polyquaternium-10 Market Size Forecast

11.2 Global Polyquaternium-10 Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Polyquaternium-10 Market Size Forecast by Country

11.2.3 Asia Pacific Polyquaternium-10 Market Size Forecast by Region

11.2.4 South America Polyquaternium-10 Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Polyquaternium-10 by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)**

12.1 Global Polyquaternium-10 Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Polyquaternium-10 by Type (2026-2035)

12.1.2 Global Polyquaternium-10 Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Polyquaternium-10 by Type (2026-2035)

12.2 Global Polyquaternium-10 Market Forecast by Application (2026-2035)

12.2.1 Global Polyquaternium-10 Sales (K Units) Forecast by Application

12.2.2 Global Polyquaternium-10 Market Size (M USD) Forecast by Application (2026-2035)

## 13 CONCLUSION AND KEY FINDINGS

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Polyquaternium-10 Market Size by Type (M USD)
- Table 4. Global Polyquaternium-10 Market Size by Application
- Table 5. Polyquaternium-10 Market Size Comparison by Region (M USD)
- Table 6. Global Polyquaternium-10 Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global Polyquaternium-10 Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Polyquaternium-10 Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Polyquaternium-10 Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Polyquaternium-10 as of 2025)
- Table 11. Global Market Polyquaternium-10 Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Polyquaternium-10 Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Polyquaternium-10 Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global Polyquaternium-10 Sales by Type (K Units)
- Table 27. Global Polyquaternium-10 Market Size by Type (M USD)
- Table 28. Global Polyquaternium-10 Sales (K Units) by Type (2020-2025)
- Table 29. Global Polyquaternium-10 Sales Market Share by Type (2020-2025)
- Table 30. Global Polyquaternium-10 Market Size (M USD) by Type (2020-2025)
- Table 31. Global Polyquaternium-10 Market Share by Type (2020-2025)

- Table 32. Global Polyquaternium-10 Price (USD/Unit) by Type (2020-2025)
- Table 33. Global Polyquaternium-10 Sales (K Units) by Application
- Table 34. Global Polyquaternium-10 Market Size by Application
- Table 35. Global Polyquaternium-10 Sales by Application (2020-2025) & (K Units)
- Table 36. Global Polyquaternium-10 Sales Market Share by Application (2020-2025)
- Table 37. Global Polyquaternium-10 Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Polyquaternium-10 Market Share by Application (2020-2025)
- Table 39. Global Polyquaternium-10 Sales Growth Rate by Application (2020-2025)
- Table 40. Global Polyquaternium-10 Sales by Region (2020-2025) & (K Units)
- Table 41. Global Polyquaternium-10 Sales Market Share by Region (2020-2025)
- Table 42. Global Polyquaternium-10 Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Polyquaternium-10 Market Size by Region (2020-2025)
- Table 44. North America Polyquaternium-10 Sales by Country (2020-2025) & (K Units)
- Table 45. North America Polyquaternium-10 Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Polyquaternium-10 Sales by Country (2020-2025) & (K Units)
- Table 47. Europe Polyquaternium-10 Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Polyquaternium-10 Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific Polyquaternium-10 Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Polyquaternium-10 Sales by Country (2020-2025) & (K Units)
- Table 51. South America Polyquaternium-10 Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Polyquaternium-10 Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa Polyquaternium-10 Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Polyquaternium-10 Production (K Units) by Region(2020-2025)
- Table 55. Global Polyquaternium-10 Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Polyquaternium-10 Revenue Market Share by Region (2020-2025)
- Table 57. Global Polyquaternium-10 Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America Polyquaternium-10 Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe Polyquaternium-10 Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan Polyquaternium-10 Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China Polyquaternium-10 Production (K Units), Revenue (US\$ Million), Price

- (USD/Unit) and Gross Margin (2020-2025)
- Table 62. Nouryon Basic Information
- Table 63. Nouryon Polyquaternium-10 Product Overview
- Table 64. Nouryon Polyquaternium-10 Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 65. Nouryon Business Overview
- Table 66. Nouryon SWOT Analysis
- Table 67. Nouryon Recent Developments
- Table 68. Dow Basic Information
- Table 69. Dow Polyquaternium-10 Product Overview
- Table 70. Dow Polyquaternium-10 Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 71. Dow Business Overview
- Table 72. Dow SWOT Analysis
- Table 73. Dow Recent Developments
- Table 74. KCI Basic Information
- Table 75. KCI Polyquaternium-10 Product Overview
- Table 76. KCI Polyquaternium-10 Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 77. KCI Business Overview
- Table 78. KCI SWOT Analysis
- Table 79. KCI Recent Developments
- Table 80. TOHO Chemical Basic Information
- Table 81. TOHO Chemical Polyquaternium-10 Product Overview
- Table 82. TOHO Chemical Polyquaternium-10 Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 83. TOHO Chemical Business Overview
- Table 84. TOHO Chemical Recent Developments
- Table 85. Lubrizol Basic Information
- Table 86. Lubrizol Polyquaternium-10 Product Overview
- Table 87. Lubrizol Polyquaternium-10 Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. Lubrizol Business Overview
- Table 89. Lubrizol Recent Developments
- Table 90. Guangzhou Tinci Materials Technology Co., Ltd Basic Information
- Table 91. Guangzhou Tinci Materials Technology Co., Ltd Polyquaternium-10 Product Overview
- Table 92. Guangzhou Tinci Materials Technology Co., Ltd Polyquaternium-10 Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 93. Guangzhou Tinci Materials Technology Co., Ltd Business Overview
- Table 94. Guangzhou Tinci Materials Technology Co., Ltd Recent Developments
- Table 95. Zhejiang Xinhaitian Biological Technology Co., Ltd Basic Information
- Table 96. Zhejiang Xinhaitian Biological Technology Co., Ltd Polyquaternium-10 Product Overview
- Table 97. Zhejiang Xinhaitian Biological Technology Co., Ltd Polyquaternium-10 Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. Zhejiang Xinhaitian Biological Technology Co., Ltd Business Overview
- Table 99. Zhejiang Xinhaitian Biological Technology Co., Ltd Recent Developments
- Table 100. Nanjing Joint Friends Chemical Basic Information
- Table 101. Nanjing Joint Friends Chemical Polyquaternium-10 Product Overview
- Table 102. Nanjing Joint Friends Chemical Polyquaternium-10 Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. Nanjing Joint Friends Chemical Business Overview
- Table 104. Nanjing Joint Friends Chemical Recent Developments
- Table 105. Miwon Commercial Basic Information
- Table 106. Miwon Commercial Polyquaternium-10 Product Overview
- Table 107. Miwon Commercial Polyquaternium-10 Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. Miwon Commercial Business Overview
- Table 109. Miwon Commercial Recent Developments
- Table 110. Global Polyquaternium-10 Sales Forecast by Region (2026-2035) & (K Units)
- Table 111. Global Polyquaternium-10 Market Size Forecast by Region (2026-2035) & (M USD)
- Table 112. North America Polyquaternium-10 Sales Forecast by Country (2026-2035) & (K Units)
- Table 113. North America Polyquaternium-10 Market Size Forecast by Country (2026-2035) & (M USD)
- Table 114. Europe Polyquaternium-10 Sales Forecast by Country (2026-2035) & (K Units)
- Table 115. Europe Polyquaternium-10 Market Size Forecast by Country (2026-2035) & (M USD)
- Table 116. Asia Pacific Polyquaternium-10 Sales Forecast by Region (2026-2035) & (K Units)
- Table 117. Asia Pacific Polyquaternium-10 Market Size Forecast by Region (2026-2035) & (M USD)
- Table 118. South America Polyquaternium-10 Sales Forecast by Country (2026-2035) & (K Units)

Table 119. South America Polyquaternium-10 Market Size Forecast by Country (2026-2035) & (M USD)

Table 120. Middle East and Africa Polyquaternium-10 Sales Forecast by Country (2026-2035) & (Units)

Table 121. Middle East and Africa Polyquaternium-10 Market Size Forecast by Country (2026-2035) & (M USD)

Table 122. Global Polyquaternium-10 Sales Forecast by Type (2026-2035) & (K Units)

Table 123. Global Polyquaternium-10 Market Size Forecast by Type (2026-2035) & (M USD)

Table 124. Global Polyquaternium-10 Price Forecast by Type (2026-2035) & (USD/Unit)

Table 125. Global Polyquaternium-10 Sales (K Units) Forecast by Application (2026-2035)

Table 126. Global Polyquaternium-10 Market Size Forecast by Application (2026-2035) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Polyquaternium-10
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Polyquaternium-10 Market Size (M USD), 2025-2035
- Figure 5. Global Polyquaternium-10 Market Size (M USD) (2020-2035)
- Figure 6. Global Polyquaternium-10 Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Polyquaternium-10 Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Polyquaternium-10 Product Life Cycle
- Figure 13. Polyquaternium-10 Sales Share by Manufacturers in 2025
- Figure 14. Global Polyquaternium-10 Revenue Share by Manufacturers in 2025
- Figure 15. Polyquaternium-10 Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Polyquaternium-10 Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Polyquaternium-10 Revenue in 2025
- Figure 18. Industry Chain Map of Polyquaternium-10
- Figure 19. Global Polyquaternium-10 Market PEST Analysis
- Figure 20. Global Polyquaternium-10 Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Polyquaternium-10 Market Share by Type
- Figure 27. Sales Market Share of Polyquaternium-10 by Type (2020-2025)
- Figure 28. Sales Market Share of Polyquaternium-10 by Type in 2025
- Figure 29. Market Share of Polyquaternium-10 by Type (2020-2025)
- Figure 30. Market Share of Polyquaternium-10 by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Polyquaternium-10 Market Share by Application

- Figure 33. Global Polyquaternium-10 Sales Market Share by Application (2020-2025)
- Figure 34. Global Polyquaternium-10 Sales Market Share by Application in 2025
- Figure 35. Global Polyquaternium-10 Market Share by Application (2020-2025)
- Figure 36. Global Polyquaternium-10 Market Share by Application in 2025
- Figure 37. Global Polyquaternium-10 Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Polyquaternium-10 Sales Market Share by Region (2020-2025)
- Figure 39. Global Polyquaternium-10 Market Size by Region (2020-2025)
- Figure 40. North America Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Polyquaternium-10 Sales Market Share by Country in 2024
- Figure 43. North America Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Polyquaternium-10 Market Size by Country in 2024
- Figure 45. U.S. Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Polyquaternium-10 Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Polyquaternium-10 Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Polyquaternium-10 Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Polyquaternium-10 Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Polyquaternium-10 Sales Market Share by Country in 2024
- Figure 53. Europe Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Polyquaternium-10 Market Size by Country in 2024
- Figure 55. Germany Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Polyquaternium-10 Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Polyquaternium-10 Sales Market Share by Region in 2024

Figure 67. Asia Pacific Polyquaternium-10 Market Size by Region in 2024

Figure 68. China Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Polyquaternium-10 Sales and Growth Rate (K Units)

Figure 79. South America Polyquaternium-10 Sales Market Share by Country in 2024

Figure 80. South America Polyquaternium-10 Market Size and Growth Rate (M USD)

Figure 81. South America Polyquaternium-10 Market Size by Country in 2024

Figure 82. Brazil Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Polyquaternium-10 Market Size and Growth Rate (2020-2025) &

(M USD)

Figure 88. Middle East and Africa Polyquaternium-10 Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Polyquaternium-10 Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Polyquaternium-10 Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Polyquaternium-10 Market Size by Region in 2024

Figure 92. Saudi Arabia Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Polyquaternium-10 Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Polyquaternium-10 Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Polyquaternium-10 Production Market Share by Region (2020-2025)

Figure 103. North America Polyquaternium-10 Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Polyquaternium-10 Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Polyquaternium-10 Production (K Units) Growth Rate (2020-2025)

Figure 106. China Polyquaternium-10 Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Polyquaternium-10 Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Polyquaternium-10 Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Polyquaternium-10 Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Polyquaternium-10 Market Share Forecast by Type (2026-2035)

Figure 111. Global Polyquaternium-10 Sales Forecast by Application (2026-2035)

Figure 112. Global Polyquaternium-10 Market Share Forecast by Application

(2026-2035)

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