

Global PVP in Cosmetic Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global PVP in Cosmetic market size will reach 153.16 Million USD in 2025 and is projected to reach 208.29 Million USD by 2032, with a CAGR of 4.49% (2025-2032). Notably, the China PVP in Cosmetic market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Polyvinylpyrrolidone (PVP) is a water-soluble polymer commonly used in the cosmetic industry for various purposes. In cosmetics, PVP serves as a versatile ingredient with film-forming properties, contributing to the creation of stable and long-lasting formulations. It is often utilized in hair care products, such as hairsprays and styling gels, to provide hold and flexibility without leaving a sticky residue. PVP is known for its ability to enhance the texture and viscosity of cosmetic formulations, improving the spreadability of creams, lotions, and other skincare products. Additionally, it can act as a stabilizer in emulsions, helping to prevent the separation of oil and water phases. The water solubility of PVP makes it easy to incorporate into a variety of cosmetic formulations, contributing to the overall performance and aesthetics of the products.

The major global manufacturers of PVP in Cosmetic include BASF, Ashland, NipponShokubai, Boai NKY Pharmaceuticals, Jianhua Group, Jiaozuo Zhongwei Special Products Pharmaceutical, Huangshan Bonsun Pharmaceuticals, Meida Fine Chemical, Sichuan Tianhua, etc. The global players competition landscape in this report

is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of PVP in Cosmetic. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global PVP in Cosmetic market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the PVP in Cosmetic market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of PVP in Cosmetic industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of PVP in Cosmetic Include:

BASF

Ashland

NipponShokubai

Boai NKY Pharmaceuticals

Jianhua Group

Jiaozuo Zhongwei Special Products Pharmaceutical

Huangshan Bonsun Pharmaceuticals

Meida Fine Chemical

Sichuan Tianhua

PVP in Cosmetic Product Segment Include:

PVP K-15

PVP K-30

PVP K-60

PVP K-90

Other

PVP in Cosmetic Product Application Include:

Skincare

Hair Care

Make-up

Perfumes

Other

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