

Global Isooctyl p-methoxycinnamate (OMC) Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Isooctyl p-methoxycinnamate (OMC) market size is expected to reach \$ 200 million by 2032, rising at a market growth of 3.9% CAGR during the forecast period (2026-2032).

Isooctyl p-methoxycinnamate, commonly abbreviated as OMC, is a widely used oil-soluble chemical sunscreen agent primarily employed to absorb UVB (medium-wave ultraviolet radiation) and protect the skin from sunburn. It presents as a pale yellow, viscous liquid and is regarded as a highly efficient, low-toxicity UVB absorber; it is frequently incorporated into sunscreens, lotions, and cosmetic products.

The industry chain for isooctyl p-methoxycinnamate is rooted in the fine organic chemical sector. The core upstream raw materials consist of p-methoxybenzaldehyde (anisaldehyde) and isooctyl acetate (or, alternatively, isooctanol and acetic anhydride). Specifically, p-methoxybenzaldehyde is predominantly synthesized through the oxidation of p-methylanisole; the stability of its supply is subject to market fluctuations in petrochemical raw materials and fragrance intermediates. The core midstream manufacturing process involves the Claisen-Schmidt condensation reaction. Key technical challenges in this process lie in controlling catalyst conversion rates and executing high-vacuum distillation for purification?measures essential for ensuring the finished product is odorless, possesses high purity, and retains its characteristic pale yellow, oily liquid form. Downstream applications are underpinned by long-term growth trends driven by the increasing integration of skincare into daily routines and the growing incorporation of sun protection features into cosmetic products.

In 2025, global sales volume is projected to reach approximately 10,000 tons, with an average selling price ranging from \$12 to \$18 per kilogram. The industry's gross profit

margin typically falls between 30% and 40%.

The industry's growth is primarily driven by global trends toward 'all-season' and 'cosmetic-integrated' sun protection consumption. As skincare awareness shifts from mere sun avoidance to comprehensive photo-aging prevention, OMC distinguished by its lightweight feel and lack of chalky residue has emerged as the preferred ingredient for incorporating UV protection into daily moisturizers, liquid foundations, and lipsticks. Concurrently, the vertical integration of China's fine chemical industry supply chain has significantly reduced production costs. However, various headwinds are now forcing the industry into a period of consolidation, and OMC's market share faces potential contraction due to the impact of environmental regulations. Overall, the OMC industry currently stands at a crossroads of transformation, navigating a delicate balance between the bedrock of persistent consumer demand for sun protection and the mounting risks associated with safety and environmental controversies. The industry's future trajectory will ultimately depend on the pace of technological innovation, the commercialization progress of alternative ingredients, and the evolving landscape of regional regulatory policies.

This report studies the global Isooctyl p-methoxycinnamate (OMC) production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Isooctyl p-methoxycinnamate (OMC) and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Isooctyl p-methoxycinnamate (OMC) that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Isooctyl p-methoxycinnamate (OMC) total production and demand, 2021-2032, (Tons)

Global Isooctyl p-methoxycinnamate (OMC) total production value, 2021-2032, (USD Million)

Global Isooctyl p-methoxycinnamate (OMC) production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Isooctyl p-methoxycinnamate (OMC) consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Isooctyl p-methoxycinnamate (OMC) domestic production, consumption, key domestic manufacturers and share

Global Isooctyl p-methoxycinnamate (OMC) production by manufacturer, production,

price, value and market share 2021-2026, (USD Million) & (Tons)
Global Isooctyl p-methoxycinnamate (OMC) production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)
Global Isooctyl p-methoxycinnamate (OMC) production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Isooctyl p-methoxycinnamate (OMC) market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include BASF, Uniproma, Galaxy Surfactants, Salicylates and Chemicals, Sarex, COSMOS Chemical, MFCI, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Isooctyl p-methoxycinnamate (OMC) market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/kg) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Isooctyl p-methoxycinnamate (OMC) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Isooctyl p-methoxycinnamate (OMC) Market, Segmentation by Type:

>98.0% Purity

98% Purity

Global Isooctyl p-methoxycinnamate (OMC) Market, Segmentation by Application Form:

Oil

Emulsion

Gel

Other

Global Isooctyl p-methoxycinnamate (OMC) Market, Segmentation by Usage Concentration:

Less than 7.5%

Less than 10%

Global Isooctyl p-methoxycinnamate (OMC) Market, Segmentation by Application:

Cosmetic

Personal Care

Companies Profiled:

BASF

Uniproma

Galaxy Surfactants

Salicylates and Chemicals

Sarex

COSMOS Chemical

MFCI

Key Questions Answered:

1. How big is the global Isooctyl p-methoxycinnamate (OMC) market?
2. What is the demand of the global Isooctyl p-methoxycinnamate (OMC) market?
3. What is the year over year growth of the global Isooctyl p-methoxycinnamate (OMC) market?
4. What is the production and production value of the global Isooctyl p-methoxycinnamate (OMC) market?
5. Who are the key producers in the global Isooctyl p-methoxycinnamate (OMC) market?
6. What are the growth factors driving the market demand?

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