

Global PVP in Cosmetic Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global PVP in Cosmetic market size was valued at USD 127.6 million in 2023 and is forecast to a readjusted size of USD 173.6 million by 2030 with a CAGR of 4.5% during review period.

Polyvinylpyrrolidone, abbreviated as PVP, also commonly known as Polyvidone or Povidone, is a polymer compound formed by the polymerization of N-vinyl-2-pyrrolidone.

Global PVP in Cosmetic key players include BASF, Ashland, Boai NKY Pharmaceuticals, NIPPON SHOKUBAI, Jianhua Group, etc. Global top five manufacturers hold a share over 80%.

North America is the largest market, with a share about 50%, followed by China and Europe, both have a share about 40 percent.

In terms of product, PVP K-60 is the largest segment, with a share over 30%. And in terms of application, the largest application is Hair Care, followed by Make-up.

The Global Info Research report includes an overview of the development of the PVP in Cosmetic industry chain, the market status of Skincare (PVP K-15, PVP K-30), Hair Care (PVP K-15, PVP K-30), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of PVP in Cosmetic.

Regionally, the report analyzes the PVP in Cosmetic markets in key regions. North

America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global PVP in Cosmetic market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the PVP in Cosmetic market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the PVP in Cosmetic industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (MT), revenue generated, and market share of different by Type (e.g., PVP K-15, PVP K-30).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the PVP in Cosmetic market.

Regional Analysis: The report involves examining the PVP in Cosmetic market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the PVP in Cosmetic market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to PVP in Cosmetic:

Company Analysis: Report covers individual PVP in Cosmetic manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and

attitudes towards PVP in Cosmetic This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Skincare, Hair Care).

Technology Analysis: Report covers specific technologies relevant to PVP in Cosmetic. It assesses the current state, advancements, and potential future developments in PVP in Cosmetic areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the PVP in Cosmetic market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

PVP in Cosmetic market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

PVP K-15

PVP K-30

PVP K-60

PVP K-90

Other

Market segment by Application

Skincare

Hair Care

Make-up

Perfumes

Other

Major players covered

BASF

Ashland

NIPPON SHOKUBAI

Boai NKY Pharmaceuticals

Jianhua Group

Jiaozuo Zhongwei

Special Products Pharmaceutical

Huangshan Bonsun Pharmaceuticals

Meida Fine Chemical

Sichuan Tianhua

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe PVP in Cosmetic product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of PVP in Cosmetic, with price, sales, revenue and global market share of PVP in Cosmetic from 2019 to 2024.

Chapter 3, the PVP in Cosmetic competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the PVP in Cosmetic breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and PVP in Cosmetic market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of PVP in Cosmetic.

Chapter 14 and 15, to describe PVP in Cosmetic sales channel, distributors, customers, research findings and conclusion.

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