

# **Elastomer Gel In Personal Care Market Size, Share & Trends Analysis Report By Region (North America, Europe, Asia Pacific, Central & South America, Middle East & Africa), And Segment Forecasts, 2020 - 2027**

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## **Abstracts**

### **Elastomer Gel In Personal Care Market Growth & Trends**

The global elastomer gel in personal care market size is expected to reach USD 191.2 million by 2027, registering a CAGR of 4.7%, according to a new report by Grand View Research, Inc. Elastomer gel is widely utilized in personal care products, including skin care, hair care, and color cosmetics, on account of its properties such as adhesion, transfer resistance, water repellency, and quick absorption. Therefore, the growing personal care industry is anticipated to significantly drive the demand for the product over the forecast period.

Elastomer gels are used in various personal care products including skin care, hair care, color cosmetics, antiperspirants, and others. The gels offer easy spread ability and good absorption on skin while imparting long-lasting effects of products. It also reduces the oily effect of cosmetics on skin and impart a smooth, powdery, non-greasy, silky and powdery effect to skin, boost the volume of the products, and optimize shine. These benefits of the product are driving its demand in the above-mentioned products.

Factors such as pollution, global warming, stress, and weather changes in the form of hot and humid summers and dry and harsh winters are causing skin problems, thereby creating a need for skin care products among consumers. Several products are being launched in the market in order to cater to the specific skin needs of consumers. Furthermore, increasing utilization of combination products, such as shampoo, conditioner, and styling products, is propelling the growth of personal care industry,

especially in emerging markets India and China.

## Elastomer Gel In Personal Care Market Report Highlights

Key raw materials utilized in the production of elastomer gel include cyclo-pentasiloxane, isododecane, and dimethicone

Europe accounted for prominent market share in 2019 both in terms of value and volume and is expected continue leading over the forecast period

Asia Pacific accounted for more than 35% market share in terms of value and volume. Robust manufacturing base of personal care industry across China, India, South Korea and Japan is anticipated to augment the regional growth in near future

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