

Humectants Market Size, Share & Trends Analysis Report By Product (Sugar Alcohol, Alpha Hydroxy Acid, Glycols), By Application (Food & Beverages, Oral & Personal Care), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Humectants Market Growth & Trends

The global humectants market size is estimated to reach USD 17.66 billion by 2030, growing at 6.5% CAGR, according to a new report by Grand View Research, Inc. Growth can be attributed to the increased demand from the cosmetic industry for skincare products due to change in lifestyle of people as a result of increased disposable income. The increasing demand for enhancing the shelf life of perishable products also remains an important factor for growth.

The rising demand for the compounds used for product effectiveness, increasing shelf life, and retaining moisture have increased dramatically which is driving the humectants market. Besides their usage in food and beverages, the cosmetic and pharmaceutical sector also stimulates the growth of the market over the forecast period.

Humectants are hydrophilic substances used to retain moisture. These are majorly used as water-retaining food additives. They are also used to transfer and retain moisture from the air by absorbing or drawing water vapor from below into the surface of the organism or the object. They primarily consist of amines, hydroxyl, and carboxyl groups, among other hydrophilic groups. Proteins, polysaccharides, acids, alcohols, and other small molecules, such as urea, glycerin, aloe vera, and sorbitol are examples of

humectants.

Sugar alcohol humectants have registered significant gains as they are frequently used as a substitute for sugar in some foods. These are particularly popular in foods that are marked as sugar-free. Sugar alcohol humectants have made notable strides due to growing awareness of their benefits such as being low-calorie and water-soluble organic compounds. These benefits are expected to gain mass appeal as health consciousness continues to increase globally. People have been encouraged to adopt healthy lifestyle choices by an increase in the prevalence of obesity worldwide and the subsequent rise in the number of chronic conditions like cardiovascular disease, diabetes, kidney, and liver dysfunction.

Other humectants which are majorly used are alpha hydroxy acid, urea glycerin, and hyaluronic acid are also used in the skincare and cosmetics industry. Apart from the cosmetic and food industries, they are also used in animal feed and fertilizers.

Humectants Market Report Highlights

In 2021, sugar alcohol emerged as the dominant product segment by contributing about 29% of the total revenue share. This is attributed to its use in the food and beverage industry as a sweetener and the increasing need for sugar alcohol from the diabetic population

The food and beverage segment is anticipated to grow at a CAGR of 6.8% in terms of revenue by 2030. This can be attributed to the increased customer inclination towards food products with a long shelf life

North America is projected to grow at a CAGR of 6.7% over the predicted years owing to the health benefits associated with these products. Furthermore, the growth of the cosmetic and pharmaceutical industries in the region also promises growth. The increasing demand for ready-to-eat food in North America remains the major driver for the market

In North America, FDA has approved many health claims associated with humectants, including the key claim that they can help to treat psoriasis and eczema. This remains the major driver for the market

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