

Menthoxypropanediol Market Size, Share & Trends Analysis Report By Formulation (Liquid, Gel, Encapsulated), By End Use (Cosmetics & Personal Care, Pharmaceuticals, Food & Beverage), By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

The global menthoxypropanediol market size was estimated at USD 235.5 million in 2024 and is projected to reach USD 365.1 million by 2033, growing at a CAGR of 5.2% from 2025 to 2033. The market is witnessing steady growth, primarily driven by the rising demand for high-performance cooling agents across cosmetics and personal care applications.

Brands are increasingly formulating advanced skincare, haircare, and personal hygiene products that deliver long-lasting sensory effects. Liquid formulations dominate due to their superior solubility, ease of incorporation, and stability across a wide range of product types, making them the preferred choice for large-scale manufacturers throughout the forecast period. Strong consumption in the cosmetics and personal care sector, driven by surging grooming trends, premium product launches, and expanding use in deodorants, lotions, and after-sun products, continues to fuel market growth.

The biggest opportunity in the market stems from the rapid shift toward sensory-driven formulations in skincare, haircare, and personal hygiene products, where brands are actively seeking safer, longer-lasting, and more stable cooling ingredients to replace traditional menthol. This demand is growing because consumers increasingly prefer products that deliver a premium “freshness experience” without the irritation or volatility associated with conventional cooling agents. As global brands expand into hot-climate regions, particularly in the Asia Pacific, Latin America, and the Middle East, the demand for high-performance cooling compounds is increasing rapidly, creating new

opportunities for menthoxypropanediol adoption. At the same time, innovation in encapsulation technologies, water-based formulations, and hybrid active ingredients enables manufacturers to utilize menthoxypropanediol in a wider range of product categories, from leave-on cosmetics to targeted pharmaceutical topicals.

Despite growth prospects, the market faces challenges that could limit its growth momentum. One of the key challenges is the high cost of production and the dependency on specialized synthesis routes, which makes it more expensive than traditional cooling agents and can restrict adoption in price-sensitive markets. Regulatory scrutiny around cosmetic and pharmaceutical ingredients also poses restraints, as manufacturers must meet strict safety, purity, and compliance standards across different regions, increasing development time and cost. In addition, the market faces intense competition from alternative cooling agents, including synthetic menthol derivatives and natural cooling compounds, which can limit the speed of market penetration in new applications. Supply-chain fluctuations, particularly in raw materials used for menthol-derived compounds, further create uncertainties for consistent pricing and availability.

Global Menthoxypropanediol Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2033. For this study, Grand View Research has segmented the global menthoxypropanediol market report based on formulation, end use, and region.

Formulation Outlook (Volume, Kilotons; Revenue, USD Million, 2018 - 2033)

Liquid

Gel

Encapsulated

End Use Outlook (Volume, Kilotons; Revenue, USD Million, 2018 - 2033)

Cosmetics & Personal Care

Pharmaceuticals

Food & Beverage

Other End Use

Regional Outlook (Volume, Kilotons; Revenue, USD Million, 2018 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

India

Japan

South Korea

Middle East & Africa

Saudi Arabia

South Africa

Latin America

Brazil

Argentina

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