

# Organic Rheology Modifiers Market Size, Share & Trends Analysis Report By Application (Paints & Coatings, Cosmetics & Personal Care, Pharmaceuticals, Oil & Gas), By Region, And Segment Forecasts, 2024 - 2030

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## Abstracts

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### Organic Rheology Modifiers Market Trends

The global organic rheology modifiers market size was estimated at USD 4,291.7 million in 2023 and is projected to grow at a CAGR of 3.8% from 2024 to 2030. This growth can be attributed to increasing demand for sustainable and environmentally friendly products, leading to a shift towards low volatile organic compound (VOC) content in formulations. Key factors driving the market growth include rapid growth in the global paints & coatings industry, increasing consumption of personal care products, and rising product demand from adhesives & sealants.

Organic rheology modifiers are essential components used in various industries, including cosmetics, paints, adhesives, and cement-based materials, to alter the properties of formulations. They come in diverse forms and sizes and are employed to adjust the viscosity, flow behavior, and other rheological characteristics of the products they are added to.

These products exhibit diverse characteristics and benefits depending on the specific product and the modifier used. They are used to tailor the viscosity, provide the right application profile through brush, roller, trowel, or spray, prevent pigment setting, resist sagging, and enhance durability in coatings and cementitious mixtures.

One of the major drivers for the global market is the increasing product demand in the paints & coatings industry worldwide. Organic rheology modifiers play a crucial role in controlling the specific characteristics of fluid products in this industry, such as preventing settling, sagging, and spattering. As a result, the demand is propelled by their significant contribution to enhancing the performance and quality of paints and coatings, meeting the evolving needs of the industry.

The adverse effect of crude oil price volatility on the demand for these modifiers is a major restraint for the industry. Fluctuations in crude oil prices can impact the production costs and pricing of these products, thereby influencing their demand in various industries. This volatility poses a challenge for market players and can restrain market growth, especially in the context of cost-sensitive industries.

Increasing demand for modifiers with low volatile organic compound (VOC) content and improved sustainability forms a major opportunity for the market in the near future. The market is witnessing a trend where organic rheology modifiers, free from VOCs, are being widely used in paints and coatings, cosmetics, and adhesives. This shift towards sustainability and reduced environmental impact presents a significant growth opportunity for the market.

### Global Organic Rheology Modifiers Market Report Segmentation

This report forecasts revenue and volume growth at global, regional, and country levels and provides an analysis of the latest trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the organic rheology modifiers market report based on application, and region:

Application Outlook (Volume, Kilotons; Revenue, USD Million, 2018 - 2030)

Paints & Coatings

Cosmetics & Personal Care

Pharmaceuticals

Oil & Gas

Construction

Other Applications

Regional Outlook (Volume, Kilotons; Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

Japan

India

South Korea

Central & South America

Brazil

Argentina

Middle East & Africa

Saudi Arabia

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