

Cosmetic Preservatives Market Report by Type (Synthetic Preservatives, Natural Preservatives), Product (Paraben Esters, Formaldehyde Releasers, Phenol Derivatives, Alcohols, Inorganic Chemicals, Quaternary Compounds, Organic Acids and their Salts, and Others), Application (Skin and Sun Care Products, Hair Care Products, Toiletries, Fragrances and Perfumes, Makeup and Color Products, and Others), and Region 2024-2032

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Abstracts

The global cosmetic preservatives market size reached US\$ 352.4 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 592.4 Million by 2032, exhibiting a growth rate (CAGR) of 5.8% during 2024-2032. Considerable growth in the cosmetic industry, stringent government regulations on greater product transparency with an enhanced focus on the safety of consumers, and the growing demand for anti-aging products represent some of the key factors driving the market.

Cosmetic preservatives refer to the ingredients that are added to personal care products for preventing or inhibiting the growth of microorganisms, such as yeast, bacteria, and fungi, that can cause product spoilage and can also be harmful to human health. They help extend the shelf life of personal care products and ensure that the product remains safe for use throughout its intended shelf life. They are typically added in low concentrations, typically ranging from 0.1% to 1% of the total formulation, and are compatible with other ingredients in the formulation. Good cosmetic preservatives are usually stable over a range of temperatures and pH levels, preserve the formula, and do not cause skin irritation or other adverse effects in users. As a result, they are usually

incorporated to the formulation of a wide range of personal care products, including face powders, creams, lotions, sunscreens, scrubs, hair shampoo and conditioners, and soaps.

Cosmetic Preservatives Market Trends:

The market is primarily driven by the escalating demand for natural and organic alternatives for chemical preservatives in personal care products. This can be attributed to the rising awareness regarding the potential harmful effects of synthetic preservatives on human health. In line with this, considerable growth in the cosmetic industry resulting in the increasing penetration of personal care products is also providing an impetus to the market. Stringent government regulations on greater product transparency with an enhanced focus on the safety of consumers is resulting in continual product innovations, which, in turn, is creating a positive market outlook. The market is further driven by the growing consciousness of skin care as a daily regimen among individuals, along with a paradigm shift toward personalized cosmetic products. The rise in e-commerce sales has created new sales channels for cosmetics, increasing the demand for preservatives to preserve their quality and safety during transportation and storage. Additionally, the growing demand for anti-aging products requiring proper preservation to remain effective over time is propelling the market. Furthermore, the augmenting trend of natural and organic cosmetics is driving the demand for natural preservatives, such as essential oils and plant extracts. Some of the other factors contributing to the market include rapid urbanization, the emergence of innovative multi-functional preservatives, inflating disposable income levels, and extensive research and development (R&D) activities.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global cosmetic preservatives market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on type, product and application.

Type Insights:

Synthetic Preservatives

Natural Preservatives

The report has provided a detailed breakup and analysis of the cosmetic preservatives market based on the type. This includes synthetic preservatives and natural preservatives. According to the report, natural preservatives represented the largest

segment.

Product Insights:

- Paraben Esters
- Formaldehyde Releasers
- Phenol Derivatives
- Alcohols
- Inorganic Chemicals
- Quaternary Compounds
- Organic Acids and their Salts
- Others

The report has provided a detailed breakup and analysis of the cosmetic preservatives market based on the product. This includes paraben esters, formaldehyde releasers, phenol derivatives, alcohols, inorganic chemicals, quaternary compounds, organic acids and their salts and others. According to the report, phenol derivatives represented the largest segment.

Application Insights:

- Skin and Sun Care Products
- Hair Care Products
- Toiletries
- Fragrances and Perfumes
- Makeup and Color Products
- Others

A detailed breakup and analysis of the cosmetic preservatives market based on the application has also been provided in the report. This includes skin and sun care products, hair care products, toiletries, fragrances and perfumes, makeup and color products, and others. According to the report, skin and sun care products accounted for the largest market share.

Regional Insights:

- North America
- United States
- Canada

Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific was the largest market for cosmetic preservatives. Some of the factors driving the Asia Pacific cosmetic preservatives market included growing demand for anti-aging products, considerable growth in the cosmetic industry, the presence of several key players, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global cosmetic preservatives market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Akema Fine Chemicals, Ashland Global Holdings Inc.,

BASF SE, Chemipol, Clariant AG, Lonza Group AG, Salicylates and Chemicals Pvt. Ltd., Symrise AG, Dow Inc., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. What was the size of the global cosmetic preservatives market in 2023?
2. What is the expected growth rate of the global cosmetic preservatives market during 2024-2032?
3. What are the key factors driving the global cosmetic preservatives market?
4. What has been the impact of COVID-19 on the global cosmetic preservatives market?
5. What is the breakup of the global cosmetic preservatives market based on the type?
6. What is the breakup of the global cosmetic preservatives market based on the product?
7. What is the breakup of the global cosmetic preservatives market based on application?
8. What are the key regions in the global cosmetic preservatives market?
9. Who are the key players/companies in the global cosmetic preservatives market?

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