

Humectants Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global humectants market size reached US\$ 26.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 40.2 Billion by 2028, exhibiting a growth rate (CAGR) of 7.06% during 2022-2028.

Humectants are hygroscopic organic compounds that form hydrogen bonds with water molecules. They can either be derived from natural sources, such as glycerin, honey, aloe vera gel, and lactic acid or synthetically produced. They assist in absorbing moisture from the air and retaining it into the stratum corneum, which is the upper layer of the skin. As they also aid in making the skin appear and feel soft, supple, hydrated, and less flaky and prone to cracking or chaffing, they are widely utilized in the manufacturing of beauty and personal care products.

Humectants Market Trends:

A rise in the consumption of health supplements, bakery products, functional beverages, and confectionery products on account of the growing spending capacities of individuals around the world represents one of the key factors driving the market. Humectants help in enhancing stability, maintaining texture, reducing microbial activity, and increasing the shelf life of products. Apart from this, they assist in moisturization, exfoliation, solvency to dissolve actives and improve the stability of oil in water emulsions. As a result, they are considerably being utilized in the production of soaps, shampoos, and conditioners worldwide. Besides this, the rising adoption of humectants in drug development to regulate the water content of pharmaceutical dosage and ingredient solubility is also propelling the growth of the market. Furthermore, leading market players are developing effective humectants for resin-free pigment concentrates that do not contribute to volatile organic compounds (VOCs) and have a lower influence on paste properties, such as color strength and viscosity. These innovations have

resulted in the expanding application of humectants in architecture, paints and coatings, and other industries across the globe.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global humectants market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on source, type and application.

Breakup by Source:

- Synthetic
- Natural

Breakup by Type:

- Sugar Alcohol
- Alpha Hydroxy Acid and Polysaccharides
- Glycols
- Others

Breakup by Application:

- Food and Beverages
- Oral and Personal Care
- Pharmaceuticals
- Animal Feed
- Others

Breakup by Region:

- 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

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Archer Daniels Midland Company, Ashland Global Holdings Inc., Barentz, BASF SE, Brenntag SE, Cargill Incorporated, Corbion N.V., DuPont Tate & Lyle Bio Products Company LLC, Ingredion Incorporated, Roquette Freres, The Lubrizol Corporation (Berkshire Hathaway Inc.) and Vantage Specialty Chemicals Inc.

Key Questions Answered in This Report

1. What was the size of the global humectants market in 2022?
2. What is the expected growth rate of the global humectants market during 2023-2028?
3. What are the key factors driving the global humectants market?
4. What has been the impact of COVID-19 on the global humectants market?
5. What is the breakup of the global humectants market based on the source?
6. What is the breakup of the global humectants market based on the type?
7. What is the breakup of the global humectants market based on the application?
8. What are the key regions in the global humectants market?
9. Who are the key players/companies in the global humectants market?

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