

Soap Colorant Market by Type (Oil-based and Water-based), Applications (Bar Soap, Liquid Soap, Shampoo & Conditioner and Others) and By Geography – Global Driver, Restraints, Opportunities, Trends, and Forecast to 2028

<https://marketpublishers.com/r/S88612245D1EN.html>

Date: October 2023

Pages: 121

Price: US\$ 4,500.00 (Single User License)

ID: S88612245D1EN

Abstracts

In the process of soap making the oxides and pigments are soap colorants which come in a powdered form. They can offer very extreme color, or they can be used in smaller amounts to offer pastel tones. Pigments and oxides are generally made in a lab now to avoid any chance of bacteria or other compounds from contaminating the mix. The rising popularity of handmade and artisanal soaps, particularly those created by small businesses and crafters, has driven the demand for soap colorants market. Artisanal soap makers often seek vibrant and unique colors to create visually appealing soap products that stand out in the market. On the other hand, the price of soap colorants for natural and premium category soaps leads to restrict the growth of the soap colorants market in low disposable income nations. The Soap Colorant Market is projected to grow at a rate of 5.8% CAGR by 2028.

The Global Soap Colorant Market has been analyzed based on Types:

Oil-based

Water-based

The Global Soap Colorant Market has been analyzed based on Applications:

Bar Soap

Liquid Soap

Shampoo & Conditioner

Others

The Global Soap Colorant Market has been analyzed based on Geography:

North America

Europe

Asia Pacific

Rest of the World

As per the market by type, the market for water-soluble base soaps is growing as they retain the skin hydrated and uphold the balance not letting it become oily. Further, the oil-based soaps are also rising more enormously as they deliver several nutrients to the skin and manage the dryness level.

Further on the basis of application, the liquid soap segment is likely to grow at a rapid rate. Since, these liquid formulations are projected to obtain popularity as they have low pH levels which make them gentler and appropriate for people with sensitive skin. This factor is likely to contribute to the widespread adoption of the liquid soap in the near future. Moreover, the increasing preference for liquid soaps over soap bars among people is also leading to the segment growth. Further, the rising consumer spending on personal hygiene is projected to promote the product in the U.S. during the estimated period.

Asia Pacific is the largest soap colorant market, primarily due to the presence of export-oriented manufacturing capacities and intense domestic demand from various end-user industries. The increase in personal care manufacturers is further driving the market growth in the region. The anticipated economic stability in Europe is expected to boost its manufacturing sector, complementing the growth of the soap colorants market. North America is likely to remain the key region with a significant contribution from the US.

Globally, the trend towards natural and plant-based ingredients in personal care products extended to soap colorants. Consumers sought soap products with colorants derived from botanical extracts, clays, and mineral pigments, aligning with the demand for clean, eco-friendly, and sustainable beauty products. Thus, the above mentioned trend is contributing to the market growth.

The prominent players of the soap colorant market are BASF SE, Clariant AG, Huntsman Corporation, L'Oréal S.A., Merck KGaA, Neelikon, New Avon LLC, Procter and Gamble, Revlon Consumer Products Corporation and Sudarshan Chemical Industries Limited

As the soap industry continues to evolve, soap colorant manufacturers and soap makers alike have the opportunity to capitalize on these drivers to meet the demands of a dynamic and growing market. By offering a diverse range of high-quality and visually captivating soap colorants, businesses can cater to the preferences of consumers and stay competitive in the soap-making industry.

Qualitative and quantitative analysis of the market based on segmentation involving both economic as well as non-economic factors are provided in the report.

Report indicates the region and segment which is anticipated to witness the fastest growth and also to dominate the market.

Competitive outlook which includes the market ranking of the key players, along with new service/product launches, partnerships, business expansions and acquisitions in the past five years of companies profiled

Report also consists of the analysis by geography emphasizing on the consumption of the product in the region as well as specifying the factors which are affecting the market within each region.

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