

Global Personal Care Chemicals Market - Strategic Insights and Forecasts (2026-2031)

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Abstracts

The global personal care chemicals market is forecast to grow at a CAGR of 8.0%, reaching USD 38.9 billion in 2031 from USD 26.5 billion in 2026.

The global personal care chemicals market sits at the intersection of rising consumer awareness, shifting hygiene norms, and expanding personal grooming trends. Growth reflects broad macroeconomic forces such as increasing disposable incomes in emerging economies and sustained demand for advanced personal care formulations worldwide. Manufacturers are responding to heightened consumer expectations for product efficacy, safety, and sustainability. While the market benefits from robust end-use demand in skincare and haircare, it also faces pressures from raw material volatility and regulatory scrutiny. Strategic positioning centres on innovation in formulation technologies and expansion into high-growth geographic segments, particularly Asia Pacific.

Market Drivers

The market is underpinned by wide-ranging drivers that support sustained expansion. Rising consumer awareness about personal hygiene and beauty fuels demand for products that deliver functional benefits, such as moisturization, cleansing, and anti-aging effects. This trend accelerates the uptake of specialty chemicals tailored to specific applications. Expansion in e-commerce channels has broadened product reach and facilitated convenience-oriented purchasing behaviour, contributing to volume growth. Rapid urbanization in Asia Pacific and growing middle-class populations in China and India are significant demand engines, driving both volume and value growth. Consumers increasingly seek premium and differentiated products, bolstering demand for innovative chemical ingredients that enhance performance and sensory appeal.

Additionally, greater interest in natural and eco-friendly formulations encourages manufacturers to invest in green chemistry and safer alternatives, expanding addressable demand.

Market Restraints

Despite optimistic growth prospects, the market contends with a series of restraints. Supply-side pressures, including feedstock cost volatility, challenge margin stability for chemical producers and formulators. Many raw materials for personal care chemicals are tied to petrochemical derivatives, exposing the value chain to global oil price fluctuations. Regulatory landscapes in key markets impose stringent safety and environmental compliance requirements. Regional bans on certain chemical classes and heightened scrutiny of preservatives and synthetic additives compel reformulations and may delay product launches. Consumer scepticism around chemical safety and greenwashing claims also presents a restraint, as brands must invest substantially in transparent communication and verification to maintain trust.

Technology and Segment Insights

Technological advancements play a central role in product differentiation and market expansion. Innovations in bio-based materials, sustainable chemistry, and advanced delivery systems enhance formulation effectiveness and align with consumer preferences for cleaner products. Formulators are adopting AI-driven tools to predict stability and sensory outcomes, reducing development cycles and improving performance. Segment analysis highlights that skin care remains one of the fastest-growing application segments, driven by demand for anti-aging, moisturizing, and sun protection solutions. Surfactants, emollients, preservatives, thickeners, and colorants constitute major product type segments. Within these, active ingredient portfolios that offer demonstrable benefits command premium pricing and are gaining share versus traditional inactives.

Competitive and Strategic Outlook

Competition in the personal care chemicals market is characterised by both global majors and specialized ingredient innovators. Companies such as BASF, Ashland, Croda, Evonik, and Solvay leverage broad portfolios and global distribution to maintain strong positions. Strategic initiatives focus on expanding sustainable and high-performance ingredient lines, as well as forging partnerships with personal care brands to co-develop custom solutions. Geographic expansion remains a key strategic pillar,

with heightened focus on capturing share in rapid-growth regions like Asia Pacific and Latin America. Industry players are also investing in digital marketing and direct engagement with formulators to accelerate product adoption and feedback loops.

The global personal care chemicals market is poised for steady expansion through 2031, driven by consumer demand for high-performance, safe, and sustainable formulations. While cost pressures and regulatory complexity present challenges, ongoing innovation and strategic market development will continue to unlock growth opportunities. Manufacturers that align product portfolios with evolving consumer preferences and invest in advanced technologies are expected to lead the competitive landscape.

Key Benefits of this Report

Insightful Analysis: Gain detailed market insights across regions, customer segments, policies, socio-economic factors, consumer preferences, and industry verticals.

Competitive Landscape: Understand strategic moves by key players to identify optimal market entry approaches.

Market Drivers and Future Trends: Assess major growth forces and emerging developments shaping the market.

Actionable Recommendations: Support strategic decisions to unlock new revenue streams.

Caters to a Wide Audience: Suitable for startups, research institutions, consultants, SMEs, and large enterprises.

What Businesses Use Our Reports For

Industry and market insights, opportunity assessment, product demand forecasting, market entry strategy, geographical expansion, capital investment decisions, regulatory analysis, new product development, and competitive intelligence.

Report Coverage

Historical Data: 2021-2024, Base Year: 2025, Forecast Years: 2026-2031

Growth opportunities, challenges, supply chain outlook, regulatory framework, and trend analysis

Competitive positioning, strategies, and market share evaluation

Revenue growth and forecast assessment across segments and regions

Company profiling including strategies, products, financials, and key developments

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Market Definition
- 1.3. Scope of the Study
- 1.4. Market Segmentation
- 1.5. Currency
- 1.6. Assumptions
- 1.7. Base and Forecast Years Timeline
- 1.8. Key benefits for the stakeholders

2. RESEARCH METHODOLOGY

- 2.1. Research Design
- 2.2. Research Process

3. EXECUTIVE SUMMARY

- 3.1. Key Findings
- 3.2. Analyst View

4. MARKET DYNAMICS

- 4.1. Market Drivers
 - 4.1.1. Growing Awareness of Skin Care Products
 - 4.1.2. Increasing Utilization of Products with Active Ingredients
- 4.2. Market Restraints
 - 4.2.1. Stringent Government Regulations
 - 4.2.2. Competition from Alternatives
- 4.3. Porter's Five Forces Analysis
 - 4.3.1. Bargaining Power of Suppliers
 - 4.3.2. Bargaining Power of Buyers
 - 4.3.3. The Threat of New Entrants
 - 4.3.4. Threat of Substitutes
 - 4.3.5. Competitive Rivalry in the Industry
- 4.4. Industry Value Chain Analysis

5. GLOBAL PERSONAL CARE CHEMICALS MARKET BY PRODUCT TYPE

- 5.1. Introduction
- 5.2. Surfactants
- 5.3. Emollients
- 5.4. Preservatives
- 5.5. Thickeners
- 5.6. Colorants

6. GLOBAL PERSONAL CARE CHEMICALS MARKET BY APPLICATION

- 6.1. Introduction
- 6.2. Skin Care
- 6.3. Hair Care
- 6.4. Oral Care
- 6.5. Makeup

7. GLOBAL PERSONAL CARE CHEMICALS MARKET BY GEOGRAPHY

- 7.1. Global Overview
- 7.2. North America
 - 7.2.1. United States
 - 7.2.2. Canada
 - 7.2.3. Mexico
- 7.3. South America
 - 7.3.1. Brazil
 - 7.3.2. Argentina
 - 7.3.3. Rest of South America
- 7.4. Europe
 - 7.4.1. United Kingdom
 - 7.4.2. Germany
 - 7.4.3. France
 - 7.4.4. Italy
 - 7.4.5. Spain
 - 7.4.6. Rest of Europe
- 7.5. Middle East and Africa
 - 7.5.1. Saudi Arabia
 - 7.5.2. United Arab Emirates
 - 7.5.3. Rest of the Middle East and Africa

7.6. Asia-Pacific

7.6.1. China

7.6.2. India

7.6.3. Japan

7.6.4. South Korea

7.6.5. Taiwan

7.6.6. Thailand

7.6.7. Indonesia

7.6.8. Rest of Asia-Pacific

8. COMPETITIVE ENVIRONMENT AND ANALYSIS

8.1. Major Players and Strategy Analysis

8.2. Market Share Analysis

8.3. Mergers, Acquisitions, Agreements, and Collaborations

8.4. Competitive Dashboard

9. COMPANY PROFILES

9.1. Clariant

9.2. Spectrum Chemical

9.3. Eastman

9.4. BASF

9.5. Azelis

9.6. Celanese

9.7. Evonik Personal Care

9.8. DKSH

9.9. Kao Chemicals EU

9.10. Shell Global

9.11. Dow

9.12. Colonial Chemical, Inc.

9.13. Lubrizol

9.14. Spectrum Chemical

9.15. Nouryon

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