

# 2018-2023 Global Cationic Conditioning Polymers Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Cationic Conditioning Polymers market for 2018-2023.

Conditioning polymers help hair and skin look and feel better by improving the physical condition of these surfaces. Hair conditioners are intended primarily to make wet hair easier to detangle and comb and to make dry hair smoother, shinier, and more manageable. Skin conditioners primarily moisturize, while providing protection from the drying effects of the sun, wind, and contact with harsh detergents.

Cationic Conditioning Polymers is a concentrated industry with several manufacturers occupy the majority of market share. Dow and Solvay are global leaders in the industry, with sales volume market share reached 39.61% and 16.73% in 2017. Other leading suppliers include Inolex, BASF, Evonik, Lubrizol, AkzoNobel, Ashland, KCI, Clariant, TINCI and Guangzhou DX Chemical. Cationic Conditioning Polymers is a niche market, it would be difficult for a new entrant to enter into the market. The development of product requires long time of investigation and technical advantages. Accordingly, the Cationic Conditioning Polymers product enjoys higher price, namely higher profit than other conditioning agents.

The common cationic polymers used as conditioners in hair and skin care applications are based on guar gum, cellulose, proteins, polypeptides, chitosan, lanolin, starches, sugars and amino silicones. However, most of products are based on cellulose quaternary ammonium salts. Also, guar gum polymer derivatives are playing an increasingly important role on the market, especially in the past decade. In 2017, Cationic Guar Conditioning Polymers is estimated to take 37.33% of the market while

share of Cationic Cellulose Conditioning Polymers is estimated to be 53.17%. The demand of the total conditioning agent market is forecasted to be stable, due to the smooth demand trend, while market of Cationic Conditioning Polymers would be growing popular owing to its advantage in presence.

Over the next five years, LPI(LP Information) projects that Cationic Conditioning Polymers will register a 6.8% CAGR in terms of revenue, reach US\$ 560 million by 2023, from US\$ 370 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Cationic Conditioning Polymers market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Cationic Guar Conditioning Polymers

Cationic Cellulose Conditioning Polymers

Others

Segmentation by application:

Skin Care

Hair Conditioners/Shampoos

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Inolex

BASF

Evonik

Solvay

Lubrizol

AkzoNobel

Dow

Ashland

Kao

KCI

Clariant

Stepan Company

TINCI

Guangzhou DX Chemical

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

### Research objectives

To study and analyze the global Cationic Conditioning Polymers consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Cationic Conditioning Polymers market by identifying its various subsegments.

Focuses on the key global Cationic Conditioning Polymers manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Cationic Conditioning Polymers with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Cationic Conditioning Polymers submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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