

# Humectant Market Report: Trends, Forecast and Competitive Analysis to 2030

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## Abstracts

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### Humectant Trends and Forecast

The future of the global humectant market looks promising with opportunities in the food & beverage, oral & personal care, pharmaceutical, and animal feed markets. The global humectant market is expected to reach an estimated \$42 billion by 2030 with a CAGR of 6.3% from 2024 to 2030. The major drivers for this market are growing demand from the food & beverage and cosmetic industries and increasing consumer awareness towards the health risks associated with sugar consumption.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

### Humectant by Segment

The study includes a forecast for the global humectant by type, application, and region.

Humectant Market by Type [Shipment Analysis by Value from 2018 to 2030]:

Sugar Alcohol

Alpha Hydroxy Acid & Polysaccharide

Glycol

## Others

Humectant Market by Application [Shipment Analysis by Value from 2018 to 2030]:

Food & Beverage

Oral & Personal Care

Pharmaceutical

Animal Feed

Others

Humectant Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

## List of Humectant Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies humectant companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the humectant companies profiled in this report include-

Brenntag

Du Pont De Nemours

Ingredion Incorporated

BASF

Ashland Global Holding

The DOW

Cargill

Barentz

Roquette Freres

Archer Daniels Midland Company

## Humectant Market Insights

Lucintel forecasts that sugar alcohol is expected to witness the highest growth over the forecast period.

Within this market, food & beverage will remain the largest segment due to increasing customer preference for food products with long shelf life.

APAC is expected to witness the highest growth over the forecast period due to increasing demand for dietary supplements and functional food items in the region.

## Features of the Global Humectant Market

Market Size Estimates: Humectant market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: Humectant market size by type, application, and region in terms of value (\$B).

**Regional Analysis:** Humectant market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

**Growth Opportunities:** Analysis of growth opportunities in different types, applications, and regions for the humectant market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape of the humectant market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

## FAQ

Q1. What is the humectant market size?

Answer: The global humectant market is expected to reach an estimated \$42 billion by 2030.

Q2. What is the growth forecast for humectant market?

Answer: The global humectant market is expected to grow with a CAGR of 6.3% from 2024 to 2030.

Q3. What are the major drivers influencing the growth of the humectant market?

Answer: The major drivers for this market are growing demand from the food & beverage and cosmetic industries and increasing consumer awareness towards the health risks associated with sugar consumption.

Q4. What are the major segments for humectant market?

Answer: The future of the humectant market looks promising with opportunities in the food & beverage, oral & personal care, pharmaceutical, and animal feed markets.

Q5. Who are the key humectant market companies?

Answer: Some of the key humectant companies are as follows:

Brenntag

Du Pont De Nemours

Ingredion Incorporated

BASF

Ashland Global Holding

The DOW

Cargill

Barentz

Roquette Freres

Archer Daniels Midland Company

Q6. Which humectant market segment will be the largest in future?

Answer: Lucintel forecasts that sugar alcohol is expected to witness the highest growth over the forecast period.

Q7. In humectant market, which region is expected to be the largest in next 5 years?

Answer: APAC is expected to witness the highest growth over the forecast period due to increasing demand for dietary supplements and functional food items in the region.

Q.8 Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% customization without any additional cost.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the humectant market by type (sugar alcohol, alpha hydroxy acid & polysaccharide, glycol, and others),

application (food & beverage, oral & personal care, pharmaceutical, animal feed, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to Humectant Market, Humectant Market Size, Humectant Market Growth, Humectant Market Analysis, Humectant Market Report, Humectant Market Share, Humectant Market Trends, Humectant Market Forecast, Humectant Companies, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com). We will be glad to get back to you soon.

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