

# Emollient Market by Type (Esters, Fatty Alcohols, Fatty Acids, Ethers, Silicones, and Other Types), Form (Solid, Liquid), Application (Skin Care, Hair Care, Deodorants, Oral Care, and Other Applications), and Region - Global Forecast to 2030

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## Abstracts

The global emollient market size is projected to reach USD 4.08 billion by 2030 from USD 3.03 billion in 2024, at a CAGR of 5.15%. The increasing popularity of moisturizers, lotions, and anti-aging skin care products is a primary factor boosting the demand for emollients and propelling the market growth. Emollients are vital in keeping skin hydrated, soft, smooth, and healthy-looking by replenishing the skin's barrier. As consumers continue to look for products that will give them soft, radiant, and youthful-looking skin, especially in more developed regions like Europe and North America, cosmetic formulators are turning to innovative emollients to help deliver on these changing demands. This development, driven by trends toward skin wellness, clean beauty, and dermatologically tested products, increases the popularity of emollients in today's formulations, making them essential in everyday skin care regimens.

“Fatty alcohols segment accounted for the second-largest share of the emollient market in 2024.”

The fatty alcohols segment held the second-largest share of the global emollient market, in terms of value, in 2024. Fatty alcohols, such as cetyl and stearyl alcohols, are becoming more widely employed for their occlusive properties. By retaining moisture and reducing transepidermal water loss (TEWL), skin hydration levels are increased, and skin resilience is improved, which is ideal for dry and sensitive skin formulations. As consumers increasingly seek solutions to support skin barrier health, the demand for products featuring barrier-strengthening ingredients has skyrocketed. Fatty alcohols not

only provide visible softness and moisture, but they also support long-term skin conditioning. Their utility in dermatologically approved formulations, particularly within eczema-prone or aging skin creams and balms, keeps the momentum of their novel adoption rolling into the ever-booming skin care applications.

“Liquid form is projected to be the fastest-growing segment in the global emollient market during the forecast period.”

Liquid form is projected to be the fastest-growing segment in the global emollient market between 2025 and 2030. Liquid emollients are essential hair care formulations, especially for conditioners, serums, and scalp treatments. They help smooth down hair cuticles to combat frizz and add lubrication for easier combability and shine. Further, they gently moisturize the scalp without leaving pores clogged. This is an increasingly important benefit sought after by consumers in pursuit of healthier hair growth. As demand increases for multi-use hair oils and leave-ins, lighter, more fluid emollients are being incorporated for their nutrient and softening benefits without heaviness, particularly in naturally derived and silicone-free products.

“Deodorants was the third-largest application segment of the emollient market, in terms of value, in 2024.”

The deodorants segment was the third-largest application in the global emollient market, in terms of value, in 2024. Rising consumer preference for alcohol-free deodorants because of their skin-drying and stinging properties is escalating the need for alcohol-free products formulated with emollients. These deodorants enriched with emollients ensure a smooth application while delivering a soft, moisturized feel. Brands launching clean, vegan, or natural deodorants can use plant-based emollients such as shea butter, cocoa butter, or jojoba oil to improve glide and skin feel. With consumers increasingly focused on ingredient transparency and the health of their skin in the long term, emollients are playing a key role in creating effective deodorants, particularly within premium and environmentally friendly product ranges.

“Asia Pacific was the second-largest region in the emollient market, in terms of value, in 2024.”

Asia Pacific was the second-largest region in the emollient market in 2024. The growing middle-class population in markets such as China, India, Indonesia, and Vietnam is driving the demand for more affordable and effective personal care products with skin-nourishing actives. With an increase in disposable incomes, consumers are moving

rapidly from basics to skincare and hair care products with high-quality emollient products such as esters, fatty alcohols, and natural oils. Growing urbanization and a higher general beauty awareness are additionally urging native manufacturers to innovate and introduce new emollient-rich lotions, serums, and creams designed to meet consumer demands.

By Company Type: Tier 1 - 55%, Tier 2 - 25%, and Tier 3 - 20%

By Designation: Directors - 50%, Managers - 30%, and Others - 20%

By Region: North America - 40%, Europe - 35%, Asia Pacific - 20%, and the Rest of the World – 5%

The key players profiled in the report include BASF SE (Germany), Croda International plc (UK), Evonik Industries AG (Germany), Lubrizol Corporation (US), Clariant AG (Switzerland), Eastman Chemical Company (US), Ashland Inc. (US), Innospec Inc. (US), Lonza Group (Switzerland), and Stepan Company (US).

## **Research Coverage**

This report segments the emollient market based on type, form, application, and region and provides estimations of value (USD million) for the overall market size across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, services, and key strategies associated with the emollient market.

## **Reasons to Buy this Report**

This research report is focused on various levels of analysis—industry analysis (industry trends), market share analysis of top players, and company profiles, which together provide an overall view of the competitive landscape, emerging and high-growth segments of the emollient market, high-growth regions, and market drivers, restraints, and opportunities.

The report provides insights into the following points:

**Market Penetration:** Comprehensive information on emollients offered by top players in the global market

Analysis of key drivers (growing consumer focus on skincare, increasing demand for natural and sustainable ingredients, and expansion of premium personal care segments), restraints (raw material price volatility and regulatory complexities and compliance costs), opportunities (expansion in emerging markets and advanced functional benefits), and challenges (balancing performance and sustainability as well as formulation complexity and compatibility issues) influencing the growth of the emollient market.

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the emollient market.

**Market Development:** Comprehensive information about lucrative emerging markets — the report analyzes the markets for emollients across regions.

**Market Diversification:** Exhaustive information about new products, untapped regions, and recent developments in the global emollient market

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the emollient market.

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