

# **Humectants Market by Type (Sugar Alcohol, Glycerol, Alpha Hydroxy Acid & Polysaccharides, Glycols), Application (Food & Beverages, Oral & Personal Care, Pharmaceuticals, Animal Feed), Source (Synthetic, Natural), and Region - Global Forecast to 2022**

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## **Abstracts**

“Humectants market projected to grow at a CAGR of 7.0%”

The humectants market has witnessed a rapid growth in the last few years, and is projected to reach USD 26.27 billion by 2022 at a CAGR of 7.0% from 2017, in terms of value. The humectants market is driven by growth in demand from various end-use industries, changes in consumer lifestyles, increase in consumption of bakery & confectionery products, and rise in consumer demand for low-calorie and healthier food & beverage products. Stringent regulations and international quality standards for humectants such as sugar alcohols and glycols are restraining the market growth.

“Sugar alcohols segment dominated the humectants market”

In 2016, the sugar alcohols segment accounted for the largest share of the humectants market, in terms of value. The sugar alcohols segment dominated the market, owing to its better nutritional profile as humectants and their dominant usage in major end-use applications such as bakery & confectionery products, fruits & vegetables, fruit & vegetable juices, oral & personal care products, pharmaceuticals, tobacco, plastics, and tanneries.

“Europe dominated the humectants market”

The European region accounted for the largest market share in 2016, in terms of value.

The increase in health problems due to the consumption of sugar-based products and rise in purchasing power parity in the region are driving the demand for humectants in applications such as food & beverages, oral & personal care products, and pharmaceuticals.

Europe is one the major consuming regions; the availability and affordability of these humectants, and increase in awareness about functionalities & applications of humectants will drive the growth of this market. However, the market is expected to grow at a moderate rate.

One of the main drivers for this market is the wide applications of humectants in the oral and cosmetic & personal care industries in the region, owing to improvement in economic conditions. Europe remains one of the important markets for companies that produce sugar alcohols due to the regulations in place. The major companies operating in Europe include Roquette Freres S.A. (France), Sudzucker AG (Germany), and Tereos Starch & Sweeteners (France).

Break-up of Primaries:

By Company Type: Tier 1 – 25%, Tier 2 – 25%, and Tier 3 – 50%

By Designation: D - level – 17%, Consultants –33%, and Others – 50%

By Region: Europe – 40%, Asia-Pacific – 40%, and North America – 20%,

Others include industry associations.

The leading players in the humectants market are Cargill (U.S.), The Dow Chemical Company (U.S.), Archer Daniels Midland Company (U.S.), E. I. du Pont de Nemours and Company (U.S.), Roquette Freres (France), Ingredion Incorporated (U.S.), BASF SE (Germany), Brenntag AG (Germany), Barentz (Netherlands), Ashland Global Holdings Inc. (U.S.), Batory Foods (U.S.), and Corbion (Netherlands).

Research Coverage:

The humectants market is segmented on the basis of source, type, application, and region. The source segment is divided into synthetic and natural. The application sector is segmented into food & beverages, oral & personal care products, animal feed, and

pharmaceuticals. The type segment is divided into sugar alcohols, glycerol, alpha hydroxy acids & polysaccharides, glycols, and others (sodium metaphosphate, sodium lactate, polydextrose, triacetin, sodium PCA, and panthenol). The region segment is divided into North America, Europe, Asia-Pacific, and the Rest of the World (RoW). The report also includes an in-depth competitive analysis of the key players in the market along with their company profiles, competitive leadership mapping, recent developments, and key market strategies.

#### Key Benefits of Buying the Report:

To get a comprehensive overview of the humectants market with specific reference to additive markets

To gain a wide range of information about the top players in this industry, their products portfolios, and key strategies adopted by them

To gain insights of the major regions/countries in which the humectants industry is flourishing

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