

Sodium Benzoate Market by Application (Food & Beverages, Pharma, Cosmetics, Home Care) and Region (North America, Europe, Asia Pacific, Rest of the World) - Global Forecast to 2030

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Abstracts

The global sodium benzoate market is projected to grow from USD 304.9 million in 2025 to USD 372.3 million by 2030 at a CAGR of 4.1% during the forecast period. The growth of the market is primarily driven by its widespread use as a preservative in food and beverages due to the rising demand for packaged and convenience foods. Increasing consumer awareness about food safety and extended shelf life is further enhancing market growth. Additionally, the expanding pharmaceuticals industry is fueling demand, as sodium benzoate is used in medicines for its antimicrobial and stabilizing properties. The cosmetics and personal care industry also contributes to market growth, utilizing sodium benzoate as a safe preservative in creams, lotions, and shampoos. Moreover, the growing application of sodium benzoate in industrial sectors such as paints, coatings, and lubricants due to its corrosion-inhibiting characteristics supports market expansion. Regulatory approvals from agencies like the FDA and EFSA for the use of sodium benzoate in food and cosmetics also stimulate global demand.

“The cosmetics segment of the sodium benzoate market, by application, is projected to account for the second-largest share during the forecast period”.

The cosmetics segment is projected to account for the second-largest share of the sodium benzoate market during the forecast period. This growth is primarily driven by the increasing demand for personal care and beauty products worldwide, particularly in emerging economies where disposable incomes and consumer awareness of hygiene and skincare are on the rise. Sodium benzoate is widely used in cosmetics and personal care formulations as a preservative to prevent microbial contamination and

extend product shelf life, ensuring safety and stability in creams, lotions, shampoos, and makeup products. Its approval by regulatory bodies such as the US Food and Drug Administration (FDA) and the European Commission for use in rinse-off and leave-on products has further strengthened its adoption. Additionally, the growing shift toward paraben-free and naturally derived formulations has led to an increase in the use of sodium benzoate as a safer and more environmentally friendly alternative. The continuous expansion of the global cosmetics and personal care industry, supported by urbanization, social media influence, and innovation in product formulations, is expected to sustain strong demand for sodium benzoate in this segment during the forecast period.

“North America is projected to account for the second-largest share of the sodium benzoate market”.

North America is projected to account for the second-largest share of the sodium benzoate market, driven by strong demand from the food & beverage, cosmetics, and pharmaceuticals industries. The region’s well-established packaged food sector, supported by high consumer preference for convenient and long-shelf-life products, has significantly boosted the consumption of sodium benzoate as a preservative. In addition, the robust pharmaceuticals industry in the US and Canada contributes to market growth, as sodium benzoate is commonly used in formulations for its antimicrobial and stabilizing properties. The growing personal care & cosmetics market, emphasizing product safety and regulatory compliance, also drives sodium benzoate demand as a reliable preservative alternative to parabens. Moreover, stringent regulations by authorities such as the US Food and Drug Administration (FDA) and the Environmental Protection Agency (EPA) ensure the safe use of sodium benzoate, fostering consumer trust and industry confidence. The presence of key manufacturers and ongoing innovations in food preservation and cosmetic formulations are further expected to sustain North America’s strong position in the global sodium benzoate market.

Profile break-up of primary participants for the report:

By Company Type: Tier 1 – 65%, Tier 2 – 25%, and Tier 3 – 10%

By Designation: C-level – 25%, Director Level – 30%, and Others – 45%

By Region: North America – 30%, Europe – 20%, Asia Pacific – 40%, and Rest of the World – 10%

LANXESS (Germany), Wuhan Youji Holdings Ltd. (China), Tianjin Dongda Chemical Group Co., Ltd (China), Eastman Chemical Company (US), and Tengzhou Tenglong Food Technology Development Co., Ltd. (China) are the major players in the sodium benzoate market. These players have adopted partnerships and expansions to increase their market share and business revenue.

Research Coverage:

The report defines, segments, and projects the sodium benzoate market based on application and region. It provides detailed information regarding the major factors influencing the market's growth, such as drivers, restraints, opportunities, and challenges. It strategically profiles sodium benzoate manufacturers, comprehensively analyzes their market shares and core competencies, and tracks and analyzes competitive developments, such as expansions and partnerships, adopted by them in the market.

Reasons to Buy the Report:

The report is expected to help the market leaders/new entrants by providing them with the closest approximations of revenue numbers of the sodium benzoate market and its segments. This report is also expected to help stakeholders understand the market's competitive landscape better, gain insights to improve the position of their businesses, and make suitable go-to-market strategies. It may also enable stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights into the following points:

Analysis of key drivers (rising demand for food and beverage preservatives, expanding use of sodium benzoate in pharmaceuticals, growing demand for cosmetics and home care products), restraints (growing shift toward natural preservatives), opportunities (growth prospects in animal feed segment of livestock industry, growing industrial applications), and challenges (regulatory restrictions) influencing the growth of the sodium benzoate market

Product Development/Innovation: Detailed insights into upcoming technologies, research & development activities in the sodium benzoate market

Market Development: Comprehensive information about lucrative markets (the

report analyzes the sodium benzoate market across varied regions)

Market Diversification: Exhaustive information about new products, various types, untapped geographies, recent developments, and investments in the market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and product offerings of leading players such as LANXESS (Germany), Wuhan Youji Holdings Ltd. (China), Tianjin Dongda Chemical Group Co., Ltd (China), Eastman Chemical Company (US), and Tengzhou Tenglong Food Technology Development Co., Ltd. (China) in the sodium benzoate market

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