

# **Cetanol Market Forecasts to 2032 – Global Analysis By Product Type (Liquid Cetanol and Waxy Solid Cetanol), Source (Natural and Synthetic), Grade (Technical Grade, Industrial Grade and Pharmaceutical Grade), Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Cetanol Market is accounted for \$483.6 million in 2025 and is expected to reach \$698.8 million by 2032 growing at a CAGR of 5.4% during the forecast period. Cetanol, also known as cetyl alcohol or hexadecan-1-ol, is a waxy, white, solid fatty alcohol with the chemical formula  $C_{16}H_{34}O$ . Derived from natural sources like palm or coconut oil, it functions as a non-ionic surfactant, emulsifier, and thickening agent. Widely used in cosmetics, pharmaceuticals, and industrial formulations, it enhances texture, stability, and moisture retention. Insoluble in water but soluble in organic solvents, cetanol also serves as a dispersant in agrochemicals and a lubricant in mechanical applications

According to the International Journal of Cosmetic Science, cetanol (also known as cetyl alcohol) is commonly used in cosmetic formulations at concentrations ranging from 0.5% to 6%, where it functions effectively as an emollient, emulsifier, and thickening agent, contributing to product stability and skin feel.

Market Dynamics:

Driver:

Growing demand in personal care and cosmetics

Cetanol, also known as cetyl alcohol, is a versatile fatty alcohol prized for its multifunctional properties as an emollient, emulsifier, and thickening agent. It is extensively used in a wide array of products, including moisturizers, lotions, creams, shampoos, conditioners, and makeup. The global beauty and personal care industry is witnessing robust growth, fueled by increasing consumer awareness regarding skincare routines, a rising disposable income, and evolving beauty trends, all of which directly translate to a higher uptake of cetanol as a key ingredient in these popular products.

Restraint:

Fluctuating raw material prices

These natural oils are agricultural commodities, susceptible to price swings influenced by factors such as weather conditions, geopolitical events affecting supply chains, and global demand for edible oils. Such price unpredictability directly impacts the production costs for cetanol manufacturers, making it challenging to maintain stable profit margins and competitive pricing strategies. Thus faces a significant restraint from the inherent volatility and fluctuations in the prices of its primary raw materials, predominantly palm oil and coconut oil.

Opportunity:

Rising demand for natural and sustainable ingredients

As environmental consciousness grows, there's a strong shift away from synthetic chemicals towards bio-based and eco-friendly alternatives in various product formulations. Cetanol, often derived from renewable vegetable oils like palm and coconut, naturally aligns with this sustainability trend. Manufacturers are increasingly seeking ingredients that are biodegradable, responsibly sourced, and have a minimal environmental footprint, thereby enhancing cetanol's appeal.

Threat:

Availability of alternative emollients, emulsifiers, and thickeners

The cosmetic and personal care industry, in particular, is a hotbed of innovation, with researchers constantly developing new ingredients that offer similar or even superior functionalities to cetanol. Competition from these substitutes, some of which might claim

to be more specialized or cater to niche demands could potentially erode cetanol's market share and necessitate continuous product differentiation and innovation from cetanol manufacturers to maintain their competitive edge.

#### Covid-19 Impact:

The COVID-19 pandemic presented a mixed bag of challenges and opportunities for the cetanol market. Initially, the widespread lockdowns and disruptions to global supply chains led to temporary halts in manufacturing and reduced consumer spending on non-essential items like cosmetics, causing a downturn in demand for cetanol. Factories faced labor shortages and logistical hurdles, impacting production capacity and distribution. However, as the pandemic progressed, there was a heightened focus on hygiene and personal care products, which surprisingly boosted demand for ingredients like cetanol used in hand sanitizers, soaps, and moisturizing lotions.

The liquid cetanol segment is expected to be the largest during the forecast period

The liquid cetanol segment is expected to account for the largest market share during the forecast period driven by its ease of handling, mixing, and incorporation into various formulations across the personal care, cosmetic, and pharmaceutical industries. Liquid cetanol offers superior versatility and efficiency in manufacturing processes compared to its waxy solid counterpart, allowing for smoother production lines and reduced processing times. Its consistent flow properties ensure uniform dispersion in complex product matrices, which is critical for maintaining product quality and consistency.

The pharmaceutical grade segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the pharmaceutical grade segment is predicted to witness the highest growth rate fueled by the stringent quality requirements and increasing demand from the global pharmaceutical industry. Pharmaceutical-grade cetanol offers exceptional purity, low impurity profiles, and consistent quality, which are crucial for drug formulations where product integrity and patient safety are paramount. Its use as an excipient, emulsifying agent, and thickening agent in various topical medications, ointments, and creams is expanding.

#### Region with largest share:

During the forecast period, the North America region is expected to hold the largest

market share attributed to the significant presence of well-established personal care and cosmetics industries in the United States and Canada, characterized by high consumer spending on beauty and grooming products. The region also boasts a robust pharmaceutical sector with extensive R&D activities, contributing to a strong demand for high-quality cetanol. Furthermore, a high level of consumer awareness regarding product ingredients and a preference for advanced and specialized formulations.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR attributed to several factors, including the burgeoning population, rising disposable incomes, and the consequent surge in demand for personal care, cosmetic, and pharmaceutical products, particularly in emerging economies like China, India, and Southeast Asian countries. The region is witnessing significant investments in manufacturing capabilities for personal care products and pharmaceuticals, driving up the consumption of cetanol.

Key players in the market

Some of the key players in Cetanol Market include 2M Group of Companies, Acme-Hardesty Company, Agricode Bio-Technology, Central Drug House, Emery Oleochemicals, Gallup Chemical, Godrej Industries Ltd., Kao Corporation, KLK OLEO, KOKYU Alcohol Kogyo Co., Ltd., Kraton Corporation, Lansdowne Chemicals, Niram Chemicals, Surfachem Group Ltd, The Herbarie at Stoney Hill Farm, Inc., Timur Network Malaysia Sdn. Bhd and WEGO Chemical Group.

Key Developments:

In July 2025, Godrej Industries disclosed a plan to invest over ₹750 crore (~USD 90 million) to expand its fatty alcohol, uric acid, speciality chemicals and fermentation capacities; this aims to propel the chemicals business toward a USD 1 billion revenue target by 2030, with renewable energy usage rising to 75%.

In June 2025, Emery Oleochemicals achieved ISO 50001 certification at its Cincinnati facility, demonstrating leadership in energy management; the company was recognized by the Ohio Chemistry Technology Council for Excellence in Environmental Performance in May 2025.

In February 2025, 2M Group of Companies' own news, they were shortlisted for two

prestigious Chemical Northwest Awards in 2025, nominated in both the Corporate Social Responsibility and Sustainability categories, reflecting their leadership in sustainable chemical solutions.

Product Types Covered:

Liquid Cetanol

Waxy Solid Cetanol

Sources Covered:

Natural

Synthetic

Grades Covered:

Technical Grade

Industrial Grade

Pharmaceutical Grade

Applications Covered:

Creams & Lotions

Shampoos & Conditioners

Lipsticks & Deodorants

Lubricants

Emulsifying Agents

Surfactants

Plasticizers

Textile & Fiber Processing

Other Applications

End Users Covered:

Cosmetics & Personal Care

Pharmaceutical

Food & Beverage

Industrial Manufacturing

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

#### Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

#### South America

Argentina

Brazil

Chile

Rest of South America

#### Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances



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