

# **Personal Care Ingredients Market Forecasts to 2034 – Global Analysis By Ingredient Type (Emollients, Surfactants, Rheology Modifiers, Conditioning Agents, Preservatives, UV Filters, Antioxidants and Active Ingredients), Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Personal Care Ingredients Market is accounted for \$15.8 billion in 2026 and is expected to reach \$25.2 billion by 2034 growing at a CAGR of 6.0% during the forecast period. Personal care ingredients refer to various materials formulated into skincare, haircare, cosmetic, and hygiene products to improve functionality, preservation, and sensory appeal. They include moisturizers, cleansing agents, stabilizers, preservatives, fragrances, actives, and pigments, each with defined roles. Increasing awareness about wellness, ingredient transparency, and eco impact is accelerating demand for plant-derived, clean-label, and multi-benefit components. Companies emphasize research, leveraging biotechnology and sustainable sourcing to develop effective formulations. Adherence to regulations and proven performance is essential, ensuring products provide intended results while upholding safety standards, consistent quality, and reduced environmental footprint across global markets and diverse segments for modern consumers worldwide.

According to the European Chemicals Agency (ECHA), cosmetic ingredients are regulated under the REACH framework (Registration, Evaluation, Authorisation and Restriction of Chemicals), and tens of thousands of substances are registered, with more than 25,000 linked to cosmetic and personal care applications.

## **Market Dynamics:**

**Driver:**

Rising demand for natural and organic ingredients

The personal care ingredients market is significantly influenced by the increasing preference for natural and organic products. Consumers are becoming more cautious about synthetic chemicals and are opting for safer, plant-derived, and environmentally friendly options. This shift is driven by greater awareness of health and sustainability concerns, along with the popularity of clean-label products. Companies are focusing on developing ingredients sourced from nature, such as herbal extracts and bio-based materials. Supportive regulations and sustainability initiatives are further encouraging this transition. As a result, the demand for natural ingredients is steadily expanding in personal care applications worldwide.

**Restraint:**

Stringent regulatory compliance and approval processes

The personal care ingredients market faces challenges due to strict regulatory frameworks and approval procedures. Companies must adhere to detailed safety evaluations, testing protocols, and documentation requirements before ingredients can be used in products. These processes often involve high costs and long timelines, which can delay innovation and product introduction. Constant regulatory changes add further complexity, particularly for global manufacturers. Smaller firms may find it difficult to manage compliance expenses. Although these regulations are essential for ensuring consumer protection, they can limit the ability to introduce new ingredients quickly and create barriers to market expansion and operational efficiency.

**Opportunity:**

Innovation in multifunctional and active ingredients

Advancements in multifunctional and active ingredients present valuable opportunities in the personal care ingredients market. Consumers prefer products that provide several benefits at once, such as moisturizing, anti-aging, and protection. This trend is increasing the use of sophisticated ingredients like peptides and antioxidants. Companies are focusing on research and technological development to produce innovative solutions that improve product effectiveness. These ingredients also simplify

formulations and can lower production costs. As demand for convenient and high-performance products rises, the market for multifunctional ingredients is expected to expand, encouraging continuous innovation and growth.

**Threat:**

Intense market competition and price pressure

Strong competition within the personal care ingredients market poses a major threat to industry participants. Numerous companies produce similar ingredients, leading to aggressive pricing strategies and reduced profit margins. Businesses must invest in innovation and product differentiation to remain competitive. The availability of lower-cost alternatives from emerging regions further increases pricing pressure. Smaller companies may struggle to survive in such a competitive landscape. As customers expect high-quality products at competitive prices, manufacturers are compelled to cut costs and improve efficiency. This situation can affect profitability and create challenges for sustainable growth in the market.

**Covid-19 Impact:**

The outbreak of COVID-19 created both challenges and opportunities for the personal care ingredients market by affecting supply chains and altering consumer behavior. Restrictions and lockdowns caused disruptions in production and limited access to raw materials, slowing down manufacturing processes. Meanwhile, there was a sharp increase in demand for hygiene products like sanitizers and soaps, boosting the use of key ingredients such as alcohol-based compounds and surfactants. Conversely, demand for cosmetic products declined due to reduced outdoor activities. The situation also heightened awareness of health and safety, driving interest in natural and functional ingredients and influencing long-term market trends.

The surfactants segment is expected to be the largest during the forecast period

The surfactants segment is expected to account for the largest market share during the forecast period because of their critical function in cleaning and foaming products like shampoos, soaps, and facial cleansers. They effectively eliminate dirt and excess oil while improving product performance and user experience. Growing awareness of personal hygiene and increasing use of cleansing products are major factors supporting their dominance. Advancements in gentle and skin-friendly surfactants have further expanded their usage. Due to their broad applicability and high usage frequency in

everyday personal care formulations, surfactants continue to maintain a leading position within the overall ingredients market.

The retail & e-commerce distributors segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the retail & e-commerce distributors segment is predicted to witness the highest growth rate, driven by the increasing popularity of online purchasing. Consumers are shifting toward digital platforms for their convenience, diverse product options, and attractive pricing. The emergence of direct-to-consumer models and strong online marketing has further boosted this segment. Improved delivery networks and secure payment methods are also enhancing the overall shopping experience. With expanding internet access and growing digital adoption, particularly in developing regions, this segment is playing a key role in accelerating demand and contributing to the rapid growth of the personal care ingredients market.

### **Region with largest share:**

During the forecast period, the Asia-Pacific region is expected to hold the largest market share, supported by its vast population, improving income levels, and growing focus on personal care routines. Urban development and evolving consumer preferences have increased the use of skincare, haircare, and cosmetic products in countries like China, India, Japan, and South Korea. The region benefits from a well-established manufacturing infrastructure and easy access to raw materials. Rising middle-class demographics and strong influence of beauty and wellness trends further drive demand. Ongoing innovation and investments from both domestic and international companies continue to reinforce the region's top position in the global market.

### **Region with highest CAGR:**

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by strong economic progress and rapid urban expansion. Increasing awareness of beauty and hygiene, along with rising income levels, is boosting demand for personal care products. The influence of digital media and evolving beauty trends is encouraging greater product usage. Growth in online retail and the presence of local production facilities further support market development. Additionally, supportive government policies and rising investments are strengthening the region's growth potential, making it the fastest-growing market for personal care ingredients globally.

## Key players in the market

Some of the key players in Personal Care Ingredients Market include BASF SE, Solvay S.A., Croda International Plc, Ashland Inc., Dow Inc., Evonik Industries AG, Clariant AG, Lonza Group AG, DSM-Firmenich, The Lubrizol Corporation, Nouryon, Wacker Chemie AG, Eastman Chemical Company, Cargill Inc., IFF (International Flavors & Fragrances), Givaudan SA, Symrise AG and SEPPIC SA.

## Key Developments:

In October 2025, BASF SE and ANDRITZ Group have signed a license agreement for the use of BASF's proprietary gas treatment technology, OASE® blue, in a carbon capture project planned to be implemented in the city of Aarhus, Denmark. The project aims to capture approximately 435,000 tons of CO<sub>2</sub> annually from the flue gases of a waste-to-energy plant for sequestration; the city of Aarhus has set itself the goal of becoming CO<sub>2</sub>-neutral by 2030.

In August 2025, IFF and Reservas Votorantim (rV) have signed a landmark partnership for research and bioprospecting in Legado das ?guas, Brazil's largest private Atlantic Forest reserve, owned by Reservas Votorantim. The agreement provides IFF and its subsidiary, LMR Naturals (LMR), exclusive access to the native flora of Legado das ?guas with the aim of developing new and unique extracts for perfumery and cosmetics.

In March 2025, Evonik has entered into an exclusive agreement with the Cleveland-based Sea-Land Chemical Company for the distribution of its cleaning solutions in the U.S. The agreement builds on a long-standing relationship with the distributor and expands the reach of Evonik's cleaning solutions to the entire U.S. region.

## Ingredient Types Covered:

Emollients

Surfactants

Rheology Modifiers

Conditioning Agents

Preservatives

UV Filters

Antioxidants

Active Ingredients

Applications Covered:

Skin Care

Hair Care

Oral Care

Color Cosmetics & Makeup

Fragrances

Baby & Child Care

End Users Covered:

FMCG Manufacturers

Luxury & Premium Brands

Contract Manufacturers

Retail & E-commerce Distributors

Institutional Buyers

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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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