

# **Cosmetic Kaolin Powder Market – Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By Application (Body Care, Face Care, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2021-2031F**

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## **Abstracts**

The global market for Cosmetic Kaolin Powder is projected to expand significantly, rising from USD 2.74 billion in 2025 to USD 4.32 billion by 2031, demonstrating a compound annual growth rate (CAGR) of 7.88%. This high-purity, naturally derived hydrated aluminum silicate mineral undergoes refinement to meet strict safety standards for personal care, where it primarily acts as an absorbent, bulking agent, and opacifier in products like face masks, cleansers, and powders. The market's growth is fueled by increasing consumer demand for natural beauty products and kaolin's effectiveness in sebum control and skin detoxification, supported by the strong performance of the broader skincare sector, which saw €30.1 billion in retail sales in 2024, as reported by Cosmetics Europe. Nevertheless, a major hurdle to market growth is the intensive quality control needed to manage trace impurities. Natural clays can contain heavy metals, meaning adherence to evolving international safety regulations requires expensive, sophisticated purification methods that can pressure manufacturers' profit margins.

## **Market Driver**

A primary driver for the Global Cosmetic Kaolin Powder Market is the escalating consumer demand for natural and organic cosmetic ingredients. As consumers increasingly avoid synthetic additives, manufacturers are favoring kaolin as a pure mineral option for their formulations. This trend is underscored by the clean beauty sector's strong growth, with sales of certified organic and natural beauty products

increasing by 11% in 2024, as per Soil Association Certification in early 2025. This demand for compliant and natural ingredients is further supported by the substantial financial performance of leading beauty companies, such as L'Oréal's reported annual sales of €43.48 billion for 2024, highlighting the vast personal care market driving raw material consumption. Furthermore, the industry-wide shift towards talc-free alternatives in powder-based beauty products is a crucial factor boosting kaolin adoption. Growing safety concerns over asbestos contamination in talc have led brands to reformulate products like face powders and dry shampoos with kaolin, which provides similar slip and oil absorption properties without the health risks. This substitution is accelerating, particularly after the International Agency for Research on Cancer classified talc as probably carcinogenic to humans in July 2024, prompting a significant industry pivot requiring increased volumes of pharmacopoeia-grade kaolin for product safety and regulatory adherence.

## **Market Challenge**

The rigorous quality control necessary to manage trace impurities presents a significant obstacle to the growth of the Global Cosmetic Kaolin Powder Market, primarily by increasing production costs and raising barriers to market entry. Natural kaolin deposits frequently contain heavy metals like lead and arsenic, which must be purified to minimal levels to satisfy global safety standards. Achieving this required purity involves expensive, capital-intensive refinement technologies that heavily burden manufacturers' financial resources. This cost challenge is particularly detrimental to the many smaller companies in the market, who often cannot leverage economies of scale to absorb such expenses without negatively impacting their profit margins. The fragmented nature of the industry further amplifies these compliance costs, as a substantial portion of the supply chain consists of smaller entities; for instance, Cosmetics Europe reported over 9,600 Small and Medium-sized Enterprises (SMEs) in the European cosmetics manufacturing sector in 2024. This prevalence of smaller businesses means a large market segment is highly susceptible to regulatory financial pressures, which in turn hinders overall market expansion and limits the supply of affordable, high-purity raw materials.

## **Market Trends**

The increasing adoption of waterless and solid beauty formulations is redefining ingredient usage, favoring dry mineral bases. Cosmetic kaolin powder is being employed as a key binding agent in products like solid shampoos and mask sticks, providing structural integrity without the need for water-based preservatives. This

transition is motivated by sustainability objectives, particularly plastic reduction, and is heavily dependent on kaolin's distinctive absorption qualities for product stability. The financial success of such sustainable product lines is evident in the strong performance of major companies; for example, L'Occitane International S.A. reported net sales of €2.54 billion and 19.1% growth in its 'FY2024 Annual Report' in July 2024, highlighting the profitable demand for environmentally conscious, mineral-rich product formats. Furthermore, the growth in men's grooming and matte styling products represents a distinct revenue opportunity for kaolin suppliers. Unlike typical skincare, the male consumer market requires formulations that offer strong hold and minimal shine, making kaolin a standard ingredient in hair clays and oil-control washes. The mineral's effectiveness in absorbing sebum and delivering a non-greasy finish makes it essential for these functional applications. This segment contributes substantially to raw material consumption within the mass market, as demonstrated by Beiersdorf AG's 'Quarterly Statement January to September 2024' in October 2024, where the NIVEA business unit achieved 9.4% organic sales growth, indicating robust activity in grooming categories that utilize these ingredients.

### **Key Market Players**

SCR-Sibelco N.V.

Wickliffe Kaolin Company

EICHLER Earthmovers Pty Ltd

KaMin LLC

Lhoist Group

Imerys S.A.

NewWays Minerals Private Limited

Burgess Pigment Company

Schwarz Mineral Solutions

Ashapura Group

## Report Scope

In this report, the Global Cosmetic Kaolin Powder Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Cosmetic Kaolin Powder Market, By Application

Body Care

Face Care

Others

### Cosmetic Kaolin Powder Market, By Distribution Channel

Online

Offline

### Cosmetic Kaolin Powder Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Cosmetic Kaolin Powder Market.

## **Available Customizations:**

Global Cosmetic Kaolin Powder Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

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