

Emulsifiers in Personal Care Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Ethoxylated/Propoxylated Emulsifiers, Silicone Based, Glyceryl Esters, Sucrose Esters, Alkyl Polyglycosides, Polyglyceryl-based, Others), By Region and Competition, 2020-2030F

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Abstracts

Market Overview

Global Emulsifiers in Personal Care Market was valued at USD 562.47 Million in 2024 and is expected to reach USD 698.70 Million by 2030 with a CAGR of 3.88%.

Emulsifiers play a vital role in the formulation of personal care products, acting as stabilizing agents that enable the effective blending of oil and water phases. Their presence is essential in a wide range of products including creams, lotions, shampoos, conditioners, sunscreens, and makeup. A key factor contributing to the growth of this market is the increasing consumer inclination toward natural, organic, and clean-label personal care products.

As consumers become more conscious of product ingredients and their environmental impact, there is rising demand for emulsifiers derived from natural sources such as plant oils, algae, and biodegradable compounds. However, the market is not without its challenges. Regulatory compliance remains a major consideration, particularly as regional and international bodies continue to introduce stricter guidelines concerning ingredient safety and environmental impact.

Key Market Drivers

Growth in Personal Care Industry

The global Beauty & Personal Care market is projected to generate revenue of USD 677.19 billion in 2025. In spite of ongoing global economic challenges, the U.S. market remains resilient, driven by sustained consumer demand particularly for organic and natural product offerings. The rapid expansion of the global personal care industry is a primary driver of growth in the emulsifiers market within this sector. Emulsifiers, key ingredients that help blend oil and water-based components are essential in the formulation of a wide range of personal care products, including creams, lotions, shampoos, conditioners, and cosmetics.

As consumer demand for high-performance, multifunctional, and aesthetically appealing products continues to rise, manufacturers are increasingly relying on advanced emulsifier systems to enhance product stability, texture, and efficacy. The United States continues to lead the global economy in household disposable income, with an average net disposable income of USD 51,147 per household. Luxembourg ranks second, with an average of USD 44,773 in disposable income. The global personal care market's growth fueled by factors such as rising disposable incomes, urbanization, increased beauty consciousness, and evolving grooming habits has directly translated into higher consumption of emulsifiers.

Key Market Challenges

High Raw Material Costs

One of the primary challenges facing the global emulsifiers market in the personal care sector is the volatility and sustained increase in raw material costs. Emulsifiers are often derived from both petrochemical and natural sources, including palm oil, coconut oil, and other plant-based feedstocks. Fluctuations in global commodity prices, driven by factors such as climate change, geopolitical instability, supply chain disruptions, and shifting agricultural policies, have significantly impacted the cost and availability of these inputs. Additionally, the growing demand for sustainably sourced and certified raw materials further contributes to price inflation, as these alternatives often carry a premium.

For manufacturers, rising input costs can erode profit margins and force difficult trade-offs between pricing, formulation quality, and competitiveness. Smaller producers, in particular, may face heightened pressure due to their limited purchasing power and dependence on third-party suppliers. As a result, managing raw material costs has

become a strategic priority, requiring companies to invest in supply chain resilience, explore alternative ingredients, and optimize formulations without compromising performance or consumer expectations.

Key Market Trends

Surge in Natural and Sustainable Emulsifiers

The global emulsifiers in personal care market is witnessing a significant trend toward the adoption of natural and sustainable emulsifiers. The Wrinkle Smoothing Serum utilizes the PEG-free oil-in-water emulsifier dermofeel NC MB. By combining this emulsifier with naturally derived thickeners, the serum achieves the desired viscosity while aligning with the growing market demand for “microplastic-free” formulations. This cost-effective emulsifier presents a viable alternative to PEG-based emulsifiers such as Glyceryl Stearate/PEG-100 Stearate. This shift is largely driven by growing consumer awareness and demand for environmentally friendly and health-conscious personal care products.

Consumers are increasingly scrutinizing product ingredients, favoring formulations that are free from synthetic chemicals and derived from renewable resources. In response, manufacturers are prioritizing the development and incorporation of emulsifiers sourced from natural origins such as plant-based oils, sugars, and biodegradable materials. These sustainable emulsifiers not only meet consumer expectations but also align with stricter regulatory frameworks aimed at reducing environmental impact.

Key Market Players

ADM

BASF SE

dsm-firmenich

Evonik Industries AG

Kerry Group Plc

Palsgaard A/S

Puratos Group

Spartan Chemical Company Inc.

Stepan Company

The Dow Chemical Company

Report Scope

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

Emulsifiers in Personal Care Market, By Product:

Ethoxylated/Propoxylated Emulsifiers

Silicone Based

Glyceryl Esters

Sucrose Esters

Alkyl Polyglycosides

Polyglyceryl-based

Others

Emulsifiers in Personal Care 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 Emulsifiers in Personal Care Market.

Available Customizations:

Global Emulsifiers in Personal Care 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

Detailed analysis and profiling of additional market players (up to five).

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