

Phenoxyethanol Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Sales Channel (Direct, Indirect), By End Use (Home & Personal Care, Dyes & Inks, Pharmaceuticals, Paints & Coating, Others), By Region and Competition, 2020-2030F

<https://marketpublishers.com/r/P7B05D0F5634EN.html>

Date: May 2025

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: P7B05D0F5634EN

Abstracts

Market Overview

The Global Phenoxyethanol Market was valued at USD 273.47 Million in 2024 and is projected to reach USD 368.72 Million by 2030, growing at a CAGR of 4.53% during the forecast period. Phenoxyethanol is widely used in the cosmetics and personal care industry as a preservative, helping to prevent microbial contamination in products such as skin creams, shampoos, and makeup. Its efficacy in prolonging product shelf life aligns well with increasing consumer demands for safe and long-lasting formulations. Beyond cosmetics, phenoxyethanol is also employed in pharmaceuticals, home care products, and inks and dyes, supporting its growing global demand.

However, safety concerns at higher concentrations and regulatory limits in certain regions could impact consumer perception and usage. Competitive pressures from alternative preservatives and evolving formulation strategies may also influence market dynamics. Nonetheless, the overall outlook remains positive, supported by the compound's effectiveness, versatility, and growing adoption in industries focused on product integrity and hygiene. Continued research and adherence to evolving safety standards are expected to reinforce its market relevance.

Key Market Drivers

Growth in Personal Care Industry

The rising focus on hygiene, grooming, and skincare has fueled substantial growth in the global personal care industry. By 2025, the global beauty and personal care sector is projected to generate USD 677.19 billion in revenue, with strong contributions from both emerging and mature markets. Despite economic uncertainties, the U.S. personal care industry has demonstrated resilience, particularly with consumer preferences shifting toward natural and organic formulations. Phenoxyethanol plays a pivotal role in this space due to its broad-spectrum antimicrobial activity and compatibility with a variety of product types. Its use in moisturizers, hair care items, cosmetics, and sunscreens continues to grow, as manufacturers seek preservatives that ensure safety and extended shelf life without compromising product performance. As personal care brands increasingly develop multifunctional and durable products, the demand for phenoxyethanol is expected to remain strong.

Key Market Trends

Rising Focus on Formulation Innovation

One of the key trends driving the phenoxyethanol market is the industry-wide shift toward clean-label and minimalist product formulations. With consumers seeking transparency and fewer synthetic ingredients, formulators are turning to trusted preservatives like phenoxyethanol that offer reliable protection without compromising on safety. A notable innovation includes Phenoxetol SG, a skin-friendly preservative made using 100% bio-ethanol, contributing to a Renewable Carbon Index (RCI) of 25%. It offers excellent efficacy against bacteria, yeasts, and molds while supporting sustainable product development.

Additionally, phenoxyethanol's low odor profile and non-irritating characteristics enhance consumer satisfaction, allowing brands to create formulations that are both effective and sensorially pleasant. These attributes make phenoxyethanol a preferred preservative in modern cosmetics and personal care products, where functionality must be balanced with environmental and skin-sensitivity considerations.

Key Market Players

Tristar Intermediates Pvt. Ltd.

Galaxy Surfactants

Liaoning Kelong Fine Chemical Co., Ltd.

Guangzhou B-Ai Chemical Co., Ltd.

Jiangsu Jiafeng Chemical Co., Ltd.

Unilong Industry Co., Ltd.

Qingda%li%Food Additive Inc.

Shandong Zhi Shang Chemical Co., Ltd.

Zhejiang Multinpharma Co., Ltd.

Jinan Future Chemical Co., Ltd.

Report Scope

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

Phenoxyethanol Market, By Sales Channel:

Direct

Indirect

Phenoxyethanol Market, By End Use:

Home & Personal Care

Dyes & Inks

Pharmaceuticals

Paints & Coating

Others

Phenoxyethanol 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 Phenoxyethanol Market.

Available Customizations

Global Phenoxyethanol 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).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. IMPACT OF COVID-19 ON GLOBAL PHENOXYETHANOL MARKET

5. GLOBAL PHENOXYETHANOL MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Sales Channel (Direct, Indirect)
 - 5.2.2. By End Use (Home & Personal Care, Dyes & Inks, Pharmaceuticals, Paints & Coating, Others)
 - 5.2.3. By Region

- 5.2.4. By Company (2024)
- 5.3. Market Map

6. NORTH AMERICA PHENOXYETHANOL MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Sales Channel
 - 6.2.2. By End Use
 - 6.2.3. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Phenoxyethanol Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Sales Channel
 - 6.3.1.2.2. By End Use
 - 6.3.2. Mexico Phenoxyethanol Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Sales Channel
 - 6.3.2.2.2. By End Use
 - 6.3.3. Canada Phenoxyethanol Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Sales Channel
 - 6.3.3.2.2. By End Use

7. EUROPE PHENOXYETHANOL MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Sales Channel
 - 7.2.2. By End Use
 - 7.2.3. By Country

7.3. Europe: Country Analysis

7.3.1. France Phenoxyethanol Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Sales Channel

7.3.1.2.2. By End Use

7.3.2. Germany Phenoxyethanol Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Sales Channel

7.3.2.2.2. By End Use

7.3.3. United Kingdom Phenoxyethanol Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Sales Channel

7.3.3.2.2. By End Use

7.3.4. Italy Phenoxyethanol Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Sales Channel

7.3.4.2.2. By End Use

7.3.5. Spain Phenoxyethanol Market Outlook

7.3.5.1. Market Size & Forecast

7.3.5.1.1. By Value

7.3.5.2. Market Share & Forecast

7.3.5.2.1. By Sales Channel

7.3.5.2.2. By End Use

8. ASIA PACIFIC PHENOXYETHANOL MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Sales Channel

8.2.2. By End Use

8.2.3. By Country

8.3. Asia Pacific: Country Analysis

8.3.1. China Phenoxyethanol Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Sales Channel

8.3.1.2.2. By End Use

8.3.2. India Phenoxyethanol Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

8.3.2.2.1. By Sales Channel

8.3.2.2.2. By End Use

8.3.3. South Korea Phenoxyethanol Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Sales Channel

8.3.3.2.2. By End Use

8.3.4. Japan Phenoxyethanol Market Outlook

8.3.4.1. Market Size & Forecast

8.3.4.1.1. By Value

8.3.4.2. Market Share & Forecast

8.3.4.2.1. By Sales Channel

8.3.4.2.2. By End Use

8.3.5. Australia Phenoxyethanol Market Outlook

8.3.5.1. Market Size & Forecast

8.3.5.1.1. By Value

8.3.5.2. Market Share & Forecast

8.3.5.2.1. By Sales Channel

8.3.5.2.2. By End Use

9. SOUTH AMERICA PHENOXYETHANOL MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Sales Channel

- 9.2.2. By End Use
- 9.2.3. By Country
- 9.3. South America: Country Analysis
 - 9.3.1. Brazil Phenoxyethanol Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Sales Channel
 - 9.3.1.2.2. By End Use
 - 9.3.2. Argentina Phenoxyethanol Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Sales Channel
 - 9.3.2.2.2. By End Use
 - 9.3.3. Colombia Phenoxyethanol Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Sales Channel
 - 9.3.3.2.2. By End Use

10. MIDDLE EAST AND AFRICA PHENOXYETHANOL MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Sales Channel
 - 10.2.2. By End Use
 - 10.2.3. By Country
- 10.3. MEA: Country Analysis
 - 10.3.1. South Africa Phenoxyethanol Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Sales Channel
 - 10.3.1.2.2. By End Use
 - 10.3.2. Saudi Arabia Phenoxyethanol Market Outlook
 - 10.3.2.1. Market Size & Forecast

- 10.3.2.1.1. By Value
- 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Sales Channel
 - 10.3.2.2.2. By End Use
- 10.3.3. UAE Phenoxyethanol Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Sales Channel
 - 10.3.3.2.2. By End Use

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. GLOBAL PHENOXYETHANOL MARKET: SWOT ANALYSIS

14. PORTERS FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Tristar Intermediates Pvt. Ltd.
 - 15.1.1. Business Overview
 - 15.1.2. Company Snapshot
 - 15.1.3. Products & Services
 - 15.1.4. Financials (As Reported)

- 15.1.5. Recent Developments
- 15.1.6. Key Personnel Details
- 15.1.7. SWOT Analysis
- 15.2. Galaxy Surfactants
- 15.3. Liaoning Kelong Fine Chemical Co., Ltd.
- 15.4. Guangzhou B-Ai Chemical Co., Ltd.
- 15.5. Jiangsu Jiafeng Chemical Co.,Ltd
- 15.6. Unilong Industry Co., Ltd.
- 15.7. Qingdao Food Additive Inc.
- 15.8. Shandong Zhi Shang Chemical Co., Ltd.
- 15.9. Zhejiang Multinpharma Co., Ltd.
- 15.10. Jinan Future Chemical Co.,Ltd

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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