

Sodium Benzoate Excipient Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Sales Channel (Direct, Indirect), By End Use (Liquid Formulations, Capsule Formulation, Cough Syrup, Geriatric Formulation, Others), By Region and Competition, 2020-2030F

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Abstracts

Market Overview

The Global Sodium Benzoate Excipient Market was valued at USD 116.15 million in 2024 and is projected to reach USD 169.13 million by 2030, growing at a CAGR of 5.29% during the forecast period. Sodium benzoate, the sodium salt of benzoic acid, serves as a widely adopted antimicrobial excipient that helps stabilize and extend the shelf life of products by inhibiting microbial growth. Its application spans several industries, including pharmaceuticals, cosmetics, and personal care, where its preservative functions are critical.

The cosmetic and personal care sectors contribute significantly to market demand, with sodium benzoate commonly used in products such as creams, shampoos, and lotions to prevent contamination and support product durability. The growing global demand for personal care products continues to reinforce market expansion. However, challenges remain, particularly in the form of increasing consumer preference for natural alternatives, fluctuating raw material prices, and evolving regulatory frameworks. Nonetheless, the market outlook remains positive, driven by sodium benzoate's critical role in maintaining product integrity across key application areas.

Key Market Drivers

Growth in Pharmaceutical Industry

The growth of the global pharmaceutical sector has become a significant catalyst for the sodium benzoate excipient market. With pharmaceutical revenues reaching approximately USD 1.6 trillion by 2023, the industry is comparable in size to the GDP of major economies. Sodium benzoate plays a vital role in enhancing the safety and stability of pharmaceutical formulations, particularly in oral dosage forms like syrups and tablets.

As demand for chronic disease management increases and the global population ages, the pharmaceutical market continues to expand, prompting greater use of high-quality excipients. Noncommunicable diseases such as cardiovascular disorders, cancer, diabetes, and chronic respiratory diseases account for the majority of global deaths, especially in low- and middle-income countries. Sodium benzoate, as a preservative, supports the longevity and efficacy of these essential medications, making it indispensable in drug manufacturing and storage.

Key Market Challenges

Health Concerns and Consumer Perception

A major challenge for the sodium benzoate excipient market lies in growing health-related apprehensions and evolving consumer perceptions about artificial preservatives. While sodium benzoate is considered safe within regulatory limits and remains widely used for its preservative properties, concerns persist regarding its potential to form benzene—a known carcinogen—when combined with vitamin C under certain conditions.

These safety concerns, despite regulatory assurances from bodies such as the FDA and EFSA, have impacted consumer trust and driven interest in cleaner-label alternatives. As a result, manufacturers face increasing pressure to justify the continued use of sodium benzoate or develop more natural, perceived-as-safer preservation systems, particularly in food, beverage, and cosmetic formulations.

Key Market Trends

Expansion in Food & Beverage Applications

The growing use of sodium benzoate in food and beverage applications is a prominent

trend shaping the excipient market. As the demand for convenience foods, extended shelf-life products, and ready-to-eat meals increases globally, manufacturers rely on sodium benzoate to ensure product safety and freshness.

The compound is especially valued in processed foods, carbonated beverages, sauces, and snacks for its antimicrobial action. Rising global population levels and urban lifestyles continue to support this trend, with consumers prioritizing long-lasting and easily accessible food products. Additionally, sodium benzoate's cost-effectiveness and proven performance have cemented its position in food preservation, even amid the rise of natural alternatives.

Key Market Players

Ganesh Benzoplast Ltd

A.M. Food Chemical Co. Limited

Tengzhou Tenglong Chemical Co., Ltd

WUHAN BIET CO., LTD

Liaoning Huayi Chemical Industry & Commerce Co., Ltd.

Tianjin Dongda Chemical Group Co., Ltd

Ujwal Pharma Pvt. Ltd

MiSa FineChem Pvt Ltd

KLJ GROUP

Jiangsu Shunfeng Chemical Co., LTD

Report Scope

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

Sodium Benzoate Excipient Market, By Sales Channel:

Direct

Indirect

Sodium Benzoate Excipient Market, By End Use:

Liquid Formulations

Capsule Formulation

Cough Syrup

Geriatric Formulation

Others

Sodium Benzoate Excipient 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 Sodium Benzoate Excipient Market.

Available Customizations:

Global Sodium Benzoate Excipient 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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