

United States Cosmetic Chemicals Market By Type (Emollients & Moisturizers, Surfactants, Specialty Additives, Thickening Agents, and Others), By Application (Skin Care, Hair Care, Color Cosmetics, Toiletries, Oral Care, Nail Care and Others), By Region, Competition Forecast and Opportunities, 2028F

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Abstracts

The United States Cosmetic Chemicals Market was valued at USD 17.5 billion in 2022 and is projected to experience robust growth in the forecast period, with a CAGR of 4.7% through 2028. The market is expected to witness significant expansion due to several factors, including increasing demand for personal care products, product innovation and technological advancements, growing health and wellness awareness, rising disposable income and urbanization, and a surge in domestic demand for functional cosmetic products such as anti-aging and UV absorbing cosmetics.

According to Zippia statistics, people in the United States spend approximately USD 89.7 billion annually on beauty products. The United States cosmetic chemicals market plays a crucial role in formulating cosmetic and personal care products. Cosmetic chemicals are essential ingredients used in the creation of various products, including skincare items, haircare products, fragrances, and makeup. They serve multiple purposes, such as providing texture, enhancing performance, preserving shelf life, and delivering specific benefits like moisturization, UV protection, or anti-aging properties. Cosmetic chemicals are necessary for formulating diverse cosmetic products, and their precise proportions and combinations are utilized to achieve desired textures, consistencies, and functionalities. For instance, emulsifiers are employed to stabilize oil and water mixtures in creams and lotions, while surfactants provide foaming and cleansing properties in shampoos and body washes.

Key Market Drivers:

The United States cosmetic chemicals market is experiencing growth driven by an increasing demand for personal care products. This demand is influenced by various factors, including evolving beauty trends, changing consumer preferences, and a focus on personal grooming and appearance. Personal care products make up the largest segment of the cosmetics industry, accounting for 44.4% of the total market with a volume of USD 253.3 billion . Skincare, haircare, fragrances, and makeup are among the categories that contribute to this demand, each requiring specific cosmetic chemicals for formulation. Moisturizing agents, antioxidants, active ingredients, surfactants, conditioning agents, and styling polymers are examples of the diverse range of cosmetic chemicals needed. Consumers are increasingly conscious of their appearance and well-being, seeking targeted solutions such as anti-aging, sun protection, natural or organic formulations, and cruelty-free options. Meeting these demands requires specialized cosmetic chemicals that deliver the desired benefits. Beauty and wellness trends, influenced by social media platforms, beauty influencers, and celebrities, play a significant role in shaping consumer preferences. Clean beauty, K-beauty, natural ingredients, and sustainable packaging have gained popularity, driving cosmetic manufacturers to formulate products aligned with these trends. In a highly competitive industry, manufacturers constantly strive to innovate and introduce new products to meet consumer demands. This drive for innovation fuels the need for novel cosmetic chemicals that offer enhanced performance, texture, stability, and novel functionalities. Moreover, the male grooming market is expanding, creating new opportunities for cosmetic manufacturers to cater to the specific needs and preferences of male consumers. Overall, cosmetic chemicals play a crucial role in creating diverse and innovative formulations that meet the evolving demands of consumers in the personal care industry, thus driving the demand for the United States cosmetic chemicals market.

Growing domestic demand for functional cosmetic products is driving the growth of the United States cosmetic chemicals market. Functional cosmetic products refer to those that offer specific benefits or functionalities beyond traditional cosmetic attributes. Consumers are seeking cosmetic products that go beyond basic aesthetics and offer additional functionality. They are looking for products that provide specific benefits such as anti-aging properties, sun protection, hydration, brightening, or blemish control. These products require the incorporation of specialized cosmetic chemicals that deliver the desired functionalities, driving the demand in the market. Technological innovations in the cosmetic industry have opened new avenues for functional cosmetic products.

For example, the use of encapsulation technology allows for the controlled release of active ingredients, providing long-lasting benefits. Nanotechnology enables the development of cosmetic chemicals with enhanced penetration capabilities, improving the effectiveness of skincare products. These technological advancements rely on specialized cosmetic chemicals, thereby driving their demand in the market. Functional cosmetic products often incorporate active ingredients that offer targeted benefits. These can include antioxidants, peptides, retinol, hyaluronic acid, and botanical extracts, among others. The formulation of products with specific functionalities requires the use of cosmetic chemicals that enable the stability, efficacy, and delivery of these active ingredients. The growing demand for specialized formulations drives the need for corresponding cosmetic chemicals. The United States has a significant market for anti-aging and skincare products. Consumers are increasingly investing in skincare routines and seeking products that address signs of aging, promote skin health, and provide advanced skincare benefits. Cosmetic chemicals play a crucial role in formulating these products with specific anti-aging and skincare functionalities, contributing to the growth of the cosmetic chemicals market. Increasing awareness of beauty and wellness among consumers has led to a shift towards products that offer holistic benefits. Functional cosmetic products that combine beauty with wellness attributes, such as natural or organic ingredients, environmentally friendly formulations, and clean beauty concepts, are gaining popularity. Cosmetic chemicals that align with these attributes are in demand to create such products. Hence, the growing demand for functional cosmetic products is expected to propel the demand in the United States cosmetic chemicals market.

Key Market Challenges

Disruptions in the Supply Chain

The United States cosmetic chemicals market has long been a dynamic and innovative sector, contributing to the development of a wide range of beauty and personal care products. However, amidst the ever-changing landscape of global trade, the industry faces a significant challenge in the form of disruptions in the supply chain. The cosmetic industry relies on a wide array of raw materials, including natural extracts, synthetic chemicals, fragrances, and packaging materials. Disruptions in the supply of these materials, caused by factors such as natural disasters, geopolitical tensions, or regulatory changes, can lead to production delays and shortages. Moreover, supply chain disruptions can affect quality control processes, leading to compromised product integrity. Ensuring compliance with regulatory standards becomes more challenging when supply chain disruptions impact ingredient sourcing or manufacturing processes.

Manufacturers heavily rely on a steady supply of cosmetic chemicals to produce formulations. Shortages or delays can disrupt production schedules, affecting the availability of finished products in the market.

Rising Costs for Research and Development

The United States cosmetic chemicals market has long been a hub of innovation, driving the development of a wide array of beauty and personal care products that cater to diverse consumer needs. However, amidst the pursuit of breakthrough formulations and cutting-edge ingredients, the industry faces a significant challenge: the rising cost of research and development (R&D). The integration of advanced technologies, such as nanotechnology, biotechnology, and artificial intelligence, into cosmetic R&D adds a layer of complexity and cost to the development process.

Key Market Trends

Customization and Personalization of Cosmetic Products

Customization and personalization are emerging trends in the cosmetic industry. Consumers seek products that are tailored to their specific needs and preferences. Cosmetic chemicals enable the customization of formulations, allowing manufacturers to create products that cater to individual requirements. This customization trend leads to a higher demand for cosmetic chemicals that support the development of personalized functional cosmetic products.

Globalization and E-Commerce

As the beauty and personal care industry becomes increasingly interconnected and digitally driven, the dynamics of sourcing, distribution, and consumer engagement are evolving. Globalization has expanded access to a wide array of raw materials, both natural and synthetic, sourced from different regions. This diversity enhances product formulations and allows cosmetic manufacturers to create innovative and unique products. Improved transportation and communication technologies facilitate the efficient movement of cosmetic chemicals and finished products across the globe. This enables companies to collaborate seamlessly with international suppliers, manufacturers, and distributors. Moreover, e-commerce platforms enable cosmetic chemical manufacturers to directly engage with consumers, sharing product information, benefits, and usage instructions. This direct connection fosters brand loyalty and consumer trust. E-commerce generates vast amounts of data that can be analyzed to

gain insights into consumer behavior, preferences, and trends. This data informs product development and marketing strategies.

Segmental Insights

Type Insights

In 2022, the cosmetic chemicals market was dominated by Emollients & Moisturizers and is predicted to continue expanding in the coming years. The US consumer base places significant emphasis on skincare products that offer hydration and nourishment. Emollients and moisturizers address this demand by providing immediate and long-lasting hydration, soothing dry and irritated skin, and improving overall skin texture. Emollients and moisturizers contribute to anti-aging and anti-pollution skincare regimens. They help fortify the skin's natural barrier, defend against environmental stressors, and reduce the appearance of fine lines and wrinkles. Consumer testimonials and positive word-of-mouth also contribute to the popularity and dominance of these ingredients.

Application Insights

In 2022, the cosmetic chemicals market was dominated by the skincare segment and is predicted to continue expanding in the coming years. Skincare has gained immense popularity due to heightened consumer awareness about the importance of maintaining healthy and radiant skin. Consumers are increasingly educated about skincare routines, ingredients, and their benefits, leading to a growing demand for effective skincare products. Skincare brands have embraced personalization and customization, offering products tailored to individual skin types, concerns, and goals. This approach resonates with consumers seeking personalized solutions for their unique skincare needs.

Regional Insights:

The Midwest region has emerged as the leader in the United States Cosmetic Chemicals Market. Renowned for its robust manufacturing and industrial foundation, the Midwest boasts a significant presence of cosmetic chemical manufacturers, suppliers, and production facilities, exerting a substantial influence on the market. Its central location within the country and well-developed transportation infrastructure facilitate efficient supply chain logistics, enabling the seamless movement of raw materials and finished products across the nation. Furthermore, the region's hosting of significant cosmetic industry trade shows and events attracts attention and contributes to its

perceived prominence in the market.

Key Market Players

BASF Corporation

The Dow Chemical Company

Stepan Company

AkzoNobel Surface Chemistry LLC

Croda, Inc.

Clariant Corporation

Solvay USA, Inc.

Evonik Corporation

Ashland, Inc.

Wacker Chemicals Corporation

Report Scope:

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

United States Cosmetic Chemicals Market, By Type:

Emollients & Moisturizers

Surfactants

Specialty Additives

o Thickening Agents

Others

United States Cosmetic Chemicals Market, By Application:

Skin Care

Hair Care

Color Cosmetics

Toiletries

Oral Care

o Nail Care

Others

United States Cosmetic Chemicals Market, By Region:

Northeast

Midwest

South

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Cosmetic Chemicals Market.

Available Customizations:

United States Cosmetic Chemicals Market report with the given market data, Tech Sci 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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