

# **Cosmetic Preservatives Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Source (Natural and Synthetic), Product Type (Parabens, Formaldehyde Releasers, Organic Acids, Quaternary Compounds, Phenol Derivatives, Alcohols, and Others), Application (Hair Care, Skin Care, Makeup Products, Toiletries, Perfumes and Deodorants, and Others), and Geography**

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## **Abstracts**

The cosmetic preservatives market size was valued at US\$ 591.75 million in 2023 and is projected to reach US\$ 846.44 million by 2031; it is estimated to register a CAGR of 4.6% from 2023 to 2031.

The rise in expenditure on skincare and makeup products plays a major role in boosting the business of the cosmetic & personal care industry worldwide. As per World Bank data, consumer expenditure in India increased from US\$ 1.9 trillion in 2018 to US\$ 2.4 trillion in 2022. According to the survey data published in the Journal of Emerging Technologies and Innovative Research (JETIR), on average, 65% of consumers purchase 1 to 3 cosmetic products every month in 2023. Similarly, as per the International Trade Administration, South Korea is one of the top ten beauty markets in terms of global market share. According to the Korea Customs Service statistics, skincare cosmetics was the largest import category, representing 41.8%, or US\$ 711 million of total cosmetic imports, in 2022. Perfumes, scents, and haircare products accounted for the second-largest import categories in the country. As per Cosmetics Europe—the personal care association, the Europe personal care and cosmetics market

was valued at ~US\$ 94 billion in 2022. The personal care & cosmetics industry adds ~US\$ 30 billion to the European economy. According to The Cosmetic, Toiletry, and Perfumery Association, in 2022, Germany held the largest share (in terms of revenue) of personal care and cosmetic products across Europe.

To meet the evolving consumer demand for advanced personal care and cosmetic products, manufacturers are introducing highly innovative products and formulations. This includes advancements in skincare, haircare, color cosmetics, and other personal care products. These advancements and expansions in product manufacturing boost the demand for cosmetic ingredients such as preservatives. Cosmetic preservatives such as parabens, formaldehyde releasers, phenol derivatives, and organic acids are among the essential ingredients in cosmetics and personal care formulations. They act as antimicrobial agents, antioxidants, and stabilizers and enhance the shelf life of the final product. Thus, increased consumption of skincare and makeup products drives the cosmetic preservatives market.

In terms of application, the market is segmented into hair care, skin care, makeup products, toiletries, perfumes and deodorants, and others. The skin care segment held a significant share of the market in 2023. Several natural preservatives, coupled with natural fruit blends and extracts, are added to the skin care products to gain customer's interest. There is an increasing trend of skin care among consumers owing to the impact of several influencers on social media platforms. This leads to increased demand for several skin care products, such as moisturizers, serums, and essential oils worldwide. Broad-spectrum preservative blends are usually needed for emulsions, such as creams and lotions, because the water phase of these products creates an optimal environment for the growth of yeast, bacteria, and fungi. The growing adoption of skin care routines and increasing awareness about the benefits of natural preservatives in cosmetic products are boosting the demand for skin care products with naturally sourced preservatives.

A few players operating in the cosmetic preservatives market are Ashland Inc, BASF SE, Clariant AG, Evonik Industries AG, Lanxess AG, Symrise AG, Tate & Lyle Plc, INEOS Group Holdings SA, Biosynth AG, Valtris Specialty Chemicals Inc, Sharon group, CHEMIPOL, S.A., SEIWA KASEI Co.,Ltd., Celanese Corp and among others. Players operating in the cosmetic preservatives market focus on providing innovative and healthy products at affordable prices to fulfill customer demand.

The overall cosmetic preservatives market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research

has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the cosmetic preservatives market.

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## I would like to order

Product name: Cosmetic Preservatives Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Source (Natural and Synthetic), Product Type (Parabens, Formaldehyde Releasers, Organic Acids, Quaternary Compounds, Phenol Derivatives, Alcohols, and Others), Application (Hair Care, Skin Care, Makeup Products, Toiletries, Perfumes and Deodorants, and Others), and Geography

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