

# Europe Microbial Cellulose Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Application (Food & Beverages, Food Packaging, Biomedical, Cosmetics, and Others)

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## Abstracts

The Europe microbial cellulose market was valued at US\$ 5,013.69 million in 2022 and is expected to reach US\$ 10,469.10 million by 2028; it is estimated to grow at a CAGR of 13.1% from 2022 to 2028.

### Rising Applications in Cosmetics Industry

Cosmetic manufacturers are exploring innovative approaches and materials to reduce environmental impact. Microbial cellulose is a natural and sustainable material praised by cosmetic manufacturers owing to its biocompatibility, skin adhesion, and water retention properties. Microbial cellulose is majorly used to make sheet masks used in skincare. These masks have superior moisture retention properties owing to their three-dimensional nanostructure that absorbs active hydrophilic ingredients such as antiaging agents and moisturizers. Bio-cellulosic face masks also have strong skin adhesion properties, which helps in better absorption or penetration of nutrients into the skin. Sheet masks made with petrochemical-based fiber are non-biodegradable and end up in landfills causing significant harm to the environment. Thus, as the cosmetics industry is moving toward sustainability, the adoption of natural, sustainable, and biodegradable sheet masks is increasing, which is boosting the demand for microbial cellulose across the industry. Further, people are seeking products that help them look youthful and fresh. They are willing to spend a tremendous amount on skincare products that make their skin healthy-looking and radiant. Sheet masks are getting immense traction among consumers as they help reduce fine lines, wrinkles, acne, and pigmentation; rejuvenate skin; and boost hydration. Considering the environmental impacts of petroleum-based

nonwoven fiber sheet masks, consumers are preferring sustainable products in their daily skincare routines. All these factors are expected to boost the demand for microbial cellulose in the cosmetics industry during the forecast period.

## Europe Microbial Cellulose Market Overview

The Europe microbial cellulose market is categorized into Germany, France, Italy, the UK, Russia, and the Rest of Europe. Microbial cellulose has proven to be a biomaterial and can be used in various applications, such as paper products, food & beverages, cosmetics, healthcare applications, and biomedical devices. The market growth in Europe is ascribed to a well-established personal care industry in European countries. The region is the world's largest cosmetics market with presence of well-established industry players. According to Cosmetic Europe, a vast majority of 500 million European consumers use cosmetic and personal care products daily to improve their well-being and boost skin nourishment. Bacterial cellulose is used as an emulsion stabilizer or an asset in face masks and skin treatments to deliver skin hydration and an active compound. In 2013, a cosmetic mask produced from microbial cellulose was patented by Amorepacific. Bacterial cellulose is a more sustainable alternative to traditional materials such as petroleum derivatives that are nonrenewable and difficult to degrade. Thus, manufacturers in the region are developing bio-based facial masks. For instance, in October 2020, Taiki Cosmetics Europe SAS launched a new ready-to-go sheet mask made in Europe, 'N°4-Post Treatment Solution', a sustainable dried bio-cellulose sheet mask. Such product developments by manufacturers are anticipated to propel the market during the forecast period.

## Europe Microbial Cellulose Market Revenue and Forecast to 2028 (US\$ Million)

### Europe Microbial Cellulose Market Segmentation

The Europe microbial cellulose market is segmented based on application and country. Based on application, the Europe microbial cellulose market is segmented into food & beverages, food packaging, biomedical, cosmetics, and others. The food & beverages segment held the largest market share in 2022.

Based on country, the Europe microbial cellulose market is segmented into Germany, the UK, France, Italy, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe microbial cellulose market share in 2022.

Ashland Inc; Bacpolyzyme Biyomuhendislik Ltd; BIOINSPIRED MATERIALS SL;

Bioweg UG; BOWIL Biotech SP Zoo; Polybion SL; and ScobyTec GmbH are the leading companies operating in the Europe microbial cellulose market.

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