

Middle East & Africa Cosmetic Preservatives Market Forecast to 2031 - Regional Analysis- by Source (Natural and Synthetic), Product Type (Parabens, Formaldehyde Releasers, Organic Acids, Quaternary Compounds, Phenol Derivatives, Alcohols, and Others), and Application (Hair Care, Skin Care, Makeup Products, Toiletries, Perfumes and Deodorants, and Others)

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Abstracts

The Middle East & Africa cosmetic preservatives market was valued at US\$ 37.34 million in 2023 and is expected to reach US\$ 50.87 million by 2031; it is estimated to register a CAGR of 3.9% from 2023 to 2031.

Growing Trend of Natural and Organic Cosmetics Drives Middle East & Africa Cosmetic Preservatives Market

Organic and natural cosmetic products are gaining high prominence in the market. These products are free from chemicals and transparent about the content used during manufacturing. They are available with natural ingredients such as aloe vera, basil, turmeric, and neem, among others. The products are suitable for the skin as they do not cause irritation, itching, or other adverse effects. Natural and organic products reduce the chance of skin breakout, balance skin pH levels, rehydrate and tone skin for a healthier texture, and increase nutrient absorption capacity. This helps tighten skin and minimizes large pores while regulating oil production. Due to the abovementioned properties, organic and natural cosmetic products are becoming popular among consumers across the globe.

The rising consumer awareness and understanding of the benefits of organic products, owing to the emergence of social media, is further accelerating the cosmetics and personal care industry's growth. In addition, due to the surging popularity of various claims, such as vegan, natural, organic, and botanical. Consumers are increasing their consumption of herbal beauty products—particularly skincare and hair care products—boosting the demand for organic cosmetic preservatives. Also, with the growing availability of natural-identical preservatives, their usage in organic cosmetics is increasing. Benzoic acid and its salts, benzyl alcohol, sorbic acid and salts, salicylic acid, and its salts, and Dehydroacetic acid and salts are a few of the preservatives used in organic cosmetics. There are various manufacturers available in the global market offering organic and natural cosmetics and personal care products. Osea, Acure, Henua, M?DARA Cosmetics are some of the popular organic cosmetic brands. Moreover, manufacturers are launching products with natural and organic ingredients. For instance, in October 2023, Organic Harvest, part of the Good Glamm Group, entered the color cosmetics category with the launch of a makeup line with certified organic ingredients. Such product launches further boost the demand for natural cosmetic preservatives.

Thus, the increasing preference for organic and natural cosmetic products is expected to create a new trend in the cosmetic preservatives market during the forecast period.

Middle East & Africa Cosmetic Preservatives Market Overview

Iran, Israel, Turkey, Egypt, Oman, Qatar, Iraq, and Algeria are among the major countries in the Rest of the Middle East and Africa cosmetic preservatives market. The growing trend of experimenting with new and innovative cosmetic products such as skincare and makeup products with skinification and increasing disposable income of consumers due to urbanization in these countries are expected to boost the cosmetic industry in the region. This growing cosmetic industry in the region leads to increased demand for cosmetic preservatives.

Middle East & Africa Cosmetic Preservatives Market Revenue and Forecast to 2031 (US\$ Million)

Middle East & Africa Cosmetic Preservatives Market Segmentation

The Middle East & Africa cosmetic preservatives market is categorized into source, product type, application, and country.

By source, the Middle East & Africa cosmetic preservatives market is segmented into natural and synthetic. The synthetic segment held a larger share of the Middle East & Africa cosmetic preservatives market share in 2023.

In terms of product type, the Middle East & Africa cosmetic preservatives market is segmented into parabens, formaldehyde releasers, organic acids, quaternary compounds, phenol derivatives, alcohols, and others. The organic acids segment held the largest share of the Middle East & Africa cosmetic preservatives market share in 2023.

Based on application, the Middle East & Africa cosmetic preservatives market is segmented into hair care, skin care, makeup products, toiletries, perfumes and deodorants, and others. The skin care segment held the largest share of the Middle East & Africa cosmetic preservatives market share in 2023.

Based on country, the Middle East & Africa cosmetic preservatives market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa segment held the largest share of Middle East & Africa cosmetic preservatives market in 2023.

Akema S.R.L.; Ashland Inc; BASF SE; Clariant AG; Evonik Industries AG; Lanxess AG; Symrise AG; Celanese Corp; Tate & Lyle Plc; INEOS Group Holdings SA; Biosynth AG; Valtris Specialty Chemicals Inc; Sharon group; CHEMIPOL, S.A.; and SEIWA KASEI Co, Ltd. are the among leading companies operating in the Middle East & Africa cosmetic preservatives market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Middle East & Africa cosmetic preservatives market.

Highlights key business priorities to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the Middle East & Africa cosmetic preservatives market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Middle East & Africa market trends and outlook coupled with the factors driving the Middle East & Africa cosmetic preservatives market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

The List of Companies - Middle East & Africa Cosmetic Preservatives Market

Akema S.R.L.

Ashland Inc

BASF SE

Clariant AG

Evonik Industries AG

Lanxess AG

Symrise AG

Celanese Corp

Tate & Lyle Plc

INEOS Group Holdings SA

Biosynth AG

Valtris Specialty Chemicals Inc

Sharon group

CHEMIPOL, S.A.

SEIWA KASEI Co, Ltd.

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