

North America Cosmetic Polymer Ingredients Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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Abstracts

The North America cosmetic polymer ingredients market was valued at approximately USD 1,636.51 million in 2023 and is projected to grow to around USD 2,504.86 million by 2031, reflecting a compound annual growth rate (CAGR) of 5.5% during the forecast period from 2023 to 2031.

Growing Demand for Personal Care Products

The increasing demand for personal care and cosmetic products is a significant driver of the North America cosmetic polymer ingredients market. In 2022, the personal care products sector in the United States generated sales of USD 210.6 billion, contributing USD 82.3 billion in taxes at various government levels. This sector also made a notable impact on the gross domestic product (GDP), contributing USD 308.7 billion, alongside a trade surplus of USD 2.6 billion. In Canada, the cosmetics market generated approximately USD 1.24 billion in revenue in 2021, with projections indicating growth to USD 1.8 billion by 2024 at an annual growth rate of 1.45%.

The cosmetic industry significantly influences the demand for cosmetic polymer ingredients, as consumers increasingly seek advanced and high-performance products. Polymers are essential in cosmetics for enhancing texture, stability, and overall appearance. They contribute to smoother formulations, improved product longevity, and better skin adhesion. Trends such as anti-aging, skincare innovation, and sustainable packaging are driving the demand for cosmetic polymers, which offer multifunctional properties like film-forming, emulsifying, and conditioning capabilities. As the industry emphasizes customization and innovation, the need for specialized cosmetic polymers is expected to rise, further fueling market growth.

Market Overview

The North America cosmetic polymer ingredients market is experiencing heightened demand for skincare products, driven by the rising prevalence of skin conditions and increased consumer awareness regarding skincare routines. The United States is a major contributor to the demand for cosmetic polymer ingredients, particularly in skincare applications. North America serves as a manufacturing hub for several prominent players in the cosmetic industry, including Procter and Gamble, CeraVe, Revlon, and Johnson & Johnson.

A growing preference for natural and plant-based products is also influencing the demand for natural polymer ingredients. For example, in January 2023, IT Cosmetics, LLC introduced a beauty sleep serum in Canada featuring Vitamin C for enhanced skin clarity and glow. Additionally, in October 2024, The Honest Company launched a vegan, fragrance-free collagen cream and serum aimed at improving skin firmness and reducing wrinkles. Increased consumer spending on luxury cosmetic brands, particularly in retail environments like Sephora USA Inc., is expected to further drive the demand for makeup products in the region, benefiting the cosmetic polymer ingredients market.

Market Segmentation

The North America cosmetic polymer ingredients market is segmented by type, category, function, application, and country:

By Type: The market includes segments such as polyethylene glycol, acrylic acid-based, vinyl acetate, silicone, cellulose, collagen, pectin, xanthan gum, chitosan, and others. In 2023, the silicone segment held the largest market share.

By Category: The market is divided into natural, synthetic, and semi-synthetic categories, with the synthetic segment dominating in 2023.

By Function: The market is categorized into rheology modifiers, stabilizers, emulsifiers, film formers, conditioning agents, and others. The rheology modifier segment was the largest in 2023.

By Application: The market includes skincare, hair care, makeup, and other

applications, with skincare holding the largest share in 2023.

By Country: The market is segmented into the US, Canada, and Mexico, with the US accounting for the largest share in 2023.

Key Players in the Market

Leading companies in the North America cosmetic polymer ingredients market include 3V Sigma S.p.A., Arkema SA, Ashland Inc., BASF SE, Cargill, Incorporated, Clariant AG, Derypol, Evonik Industries AG, Nouryon Chemicals Holding BV, Sensient Technologies Corp, SNF, Solvay SA, SOPHIM IBERIA S.L, The Dow Chemical Co, and The Lubrizol Corporation. These companies are pivotal in shaping the market landscape and driving innovation in cosmetic polymer ingredients.

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macro-economic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country level data:

4. NORTH AMERICA COSMETIC POLYMER INGREDIENTS MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Ecosystem Analysis
 - 4.2.1 Raw Material Suppliers
 - 4.2.2 Cosmetic Polymer Ingredient Manufacturers
 - 4.2.3 Distributors/Suppliers
 - 4.2.4 End-Use Industry
 - 4.2.5 List of Vendors in the Value Chain
- 4.3 Porters Analysis
 - 4.3.1 Bargaining Power of Suppliers
 - 4.3.2 Bargaining Power of Buyers
 - 4.3.3 Threat of New Entrants
 - 4.3.4 Intensity of Competitive Rivalry
 - 4.3.5 Threat of Substitutes

5. NORTH AMERICA COSMETIC POLYMER INGREDIENTS MARKET - KEY

MARKET DYNAMICS

5.1 North America Cosmetic Polymer Ingredients Market - Key Market Dynamics

5.2 Market Drivers

5.2.1 Increasing Demand for Personal Care Products and Cosmetics

5.2.2 Rising Sales of Beauty Products through E-Commerce

5.3 Market Restraints

5.3.1 Adverse Effects of Synthetic Cosmetic Polymer Ingredients

5.4 Market Opportunities

5.4.1 Strategic Initiatives by Key Market Players

5.5 Future Trends

5.5.1 Consumer Preference for Natural Products

5.6 Impact Analysis

6. NORTH AMERICA COSMETIC POLYMER INGREDIENTS MARKET ANALYSIS

6.1 North America Cosmetic Polymer Ingredients Market Volume (Kilo Tons), 2021-2031

6.2 North America Cosmetic Polymer Ingredients Market Volume Forecast and Analysis (Kilo Tons)

6.3 North America Cosmetic Polymer Ingredients Market Revenue (US\$ Million), 2023-2031

6.4 North America Cosmetic Polymer Ingredients Market Forecast and Analysis

7. NORTH AMERICA COSMETIC POLYMER INGREDIENTS MARKET VOLUME AND REVENUE ANALYSIS - BY TYPE

7.1 Polyethylene Glycol

7.1.1 Overview

7.1.2 Polyethylene Glycol: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)

7.1.3 Polyethylene Glycol: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.2 Acrylic Acid-Based

7.2.1 Overview

7.2.2 Acrylic Acid-Based: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)

7.2.3 Acrylic Acid-Based: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.3 Vinyl Acetate

7.3.1 Overview

7.3.2 Vinyl Acetate: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)

7.3.3 Vinyl Acetate: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.4 Silicone

7.4.1 Overview

7.4.2 Silicone: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)

7.4.3 Silicone: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.5 Cellulose

7.5.1 Overview

7.5.2 Cellulose: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)

7.5.3 Cellulose: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.6 Collagen

7.6.1 Overview

7.6.2 Collagen: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)

7.6.3 Collagen: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.7 Pectin

7.7.1 Overview

7.7.2 Pectin: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)

7.7.3 Pectin: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.8 Xanthan Gum

7.8.1 Overview

7.8.2 Xanthan Gum: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)

7.8.3 Xanthan Gum: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.9 Chitosan

7.9.1 Overview

7.9.2 Chitosan: North America Cosmetic Polymer Ingredients Market - Volume and

Forecast, 2021-2031 (Kilo Tons)

7.9.3 Chitosan: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.10 Others

7.10.1 Overview

7.10.2 Others: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)

7.10.3 Others: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

8. NORTH AMERICA COSMETIC POLYMER INGREDIENTS MARKET REVENUE ANALYSIS - BY CATEGORY

8.1 Natural

8.1.1 Overview

8.1.2 Natural: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

8.2 Synthetic

8.2.1 Overview

8.2.2 Synthetic: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

8.3 Semi-Synthetic

8.3.1 Overview

8.3.2 Semi-Synthetic: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9. NORTH AMERICA COSMETIC POLYMER INGREDIENTS MARKET REVENUE ANALYSIS - BY FUNCTION

9.1 Rheology Modifier

9.1.1 Overview

9.1.2 Rheology Modifier: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9.2 Stabilizers

9.2.1 Overview

9.2.2 Stabilizers: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9.3 Emulsifiers

9.3.1 Overview

9.3.2 Emulsifiers: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9.4 Film Formers

9.4.1 Overview

9.4.2 Film Formers: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9.5 Conditioning

9.5.1 Overview

9.5.2 Conditioning: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9.6 Others

9.6.1 Overview

9.6.2 Others: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10. NORTH AMERICA COSMETIC POLYMER INGREDIENTS MARKET REVENUE ANALYSIS - BY APPLICATION

10.1 Skincare

10.1.1 Overview

10.1.2 Skincare: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10.2 Hair Care

10.2.1 Overview

10.2.2 Hair Care: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10.3 Makeup

10.3.1 Overview

10.3.2 Makeup: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10.4 Others

10.4.1 Overview

10.4.2 Others: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

11. NORTH AMERICA COSMETIC POLYMER INGREDIENTS MARKET - COUNTRY ANALYSIS

11.1 North America

11.1.1 North America Cosmetic Polymer Ingredients Market Revenue and Forecast and Analysis - by Country

11.1.1.1 North America Cosmetic Polymer Ingredients Market Volume and Forecast and Analysis - by Country

11.1.1.2 North America Cosmetic Polymer Ingredients Market Revenue and Forecast and Analysis - by Country

11.1.1.3 United States: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

11.1.1.3.1 United States: North America Cosmetic Polymer Ingredients Market Share - by Type

11.1.1.3.2 United States: North America Cosmetic Polymer Ingredients Market Share - by Category

11.1.1.3.3 United States: North America Cosmetic Polymer Ingredients Market Share - by Function

11.1.1.3.4 United States: North America Cosmetic Polymer Ingredients Market Share - by Application

11.1.1.4 Canada: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

11.1.1.4.1 Canada: North America Cosmetic Polymer Ingredients Market Share - by Type

11.1.1.4.2 Canada: North America Cosmetic Polymer Ingredients Market Share - by Category

11.1.1.4.3 Canada: North America Cosmetic Polymer Ingredients Market Share - by Function

11.1.1.4.4 Canada: North America Cosmetic Polymer Ingredients Market Share - by Application

11.1.1.5 Mexico: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

11.1.1.5.1 Mexico: North America Cosmetic Polymer Ingredients Market Share - by Type

11.1.1.5.2 Mexico: North America Cosmetic Polymer Ingredients Market Share - by Category

11.1.1.5.3 Mexico: North America Cosmetic Polymer Ingredients Market Share - by Function

11.1.1.5.4 Mexico: North America Cosmetic Polymer Ingredients Market Share - by Application

12. COMPETITIVE LANDSCAPE

- 12.1 Heat Map Analysis by Key Players
- 12.2 Company Positioning and Concentration

13. INDUSTRY LANDSCAPE

- 13.1 Overview
- 13.2 Mergers & Acquisitions
- 13.3 Expansions
- 13.4 Collaborations
- 13.5 New Product Launch
- 13.6 Other Developments

14. COMPANY PROFILES

- 14.1 SNF
 - 14.1.1 Key Facts
 - 14.1.2 Business Description
 - 14.1.3 Products and Services
 - 14.1.4 Financial Overview
 - 14.1.5 SWOT Analysis
 - 14.1.6 Key Developments
- 14.2 Cargill, Incorporated
 - 14.2.1 Key Facts
 - 14.2.2 Business Description
 - 14.2.3 Products and Services
 - 14.2.4 Financial Overview
 - 14.2.5 SWOT Analysis
 - 14.2.6 Key Developments
- 14.3 The Dow Chemical Co
 - 14.3.1 Key Facts
 - 14.3.2 Business Description
 - 14.3.3 Products and Services
 - 14.3.4 Financial Overview
 - 14.3.5 SWOT Analysis
 - 14.3.6 Key Developments
- 14.4 BASF SE
 - 14.4.1 Key Facts
 - 14.4.2 Business Description
 - 14.4.3 Products and Services

- 14.4.4 Financial Overview
- 14.4.5 SWOT Analysis
- 14.4.6 Key Developments
- 14.5 Evonik Industries AG
 - 14.5.1 Key Facts
 - 14.5.2 Business Description
 - 14.5.3 Products and Services
 - 14.5.4 Financial Overview
 - 14.5.5 SWOT Analysis
 - 14.5.6 Key Developments
- 14.6 Clariant AG
 - 14.6.1 Key Facts
 - 14.6.2 Business Description
 - 14.6.3 Products and Services
 - 14.6.4 Financial Overview
 - 14.6.5 SWOT Analysis
 - 14.6.6 Key Developments
- 14.7 Ashland Inc
 - 14.7.1 Key Facts
 - 14.7.2 Business Description
 - 14.7.3 Products and Services
 - 14.7.4 Financial Overview
 - 14.7.5 SWOT Analysis
 - 14.7.6 Key Developments
- 14.8 Solvay SA
 - 14.8.1 Key Facts
 - 14.8.2 Business Description
 - 14.8.3 Products and Services
 - 14.8.4 Financial Overview
 - 14.8.5 SWOT Analysis
 - 14.8.6 Key Developments
- 14.9 Arkema SA
 - 14.9.1 Key Facts
 - 14.9.2 Business Description
 - 14.9.3 Products and Services
 - 14.9.4 Financial Overview
 - 14.9.5 SWOT Analysis
 - 14.9.6 Key Developments
- 14.10 Nouryon Chemicals Holding BV

- 14.10.1 Key Facts
- 14.10.2 Business Description
- 14.10.3 Products and Services
- 14.10.4 Financial Overview
- 14.10.5 SWOT Analysis
- 14.10.6 Key Developments
- 14.11 Sensient Technologies Corp
 - 14.11.1 Key Facts
 - 14.11.2 Business Description
 - 14.11.3 Products and Services
 - 14.11.4 Financial Overview
 - 14.11.5 SWOT Analysis
 - 14.11.6 Key Developments
- 14.12 The Lubrizol Corporation
 - 14.12.1 Key Facts
 - 14.12.2 Business Description
 - 14.12.3 Products and Services
 - 14.12.4 Financial Overview
 - 14.12.5 SWOT Analysis
 - 14.12.6 Key Developments
- 14.13 SOPHIM IBERIA S.L.
 - 14.13.1 Key Facts
 - 14.13.2 Business Description
 - 14.13.3 Products and Services
 - 14.13.4 Financial Overview
 - 14.13.5 SWOT Analysis
 - 14.13.6 Key Developments
- 14.14 Derypol
 - 14.14.1 Key Facts
 - 14.14.2 Business Description
 - 14.14.3 Products and Services
 - 14.14.4 Financial Overview
 - 14.14.5 SWOT Analysis
 - 14.14.6 Key Developments
- 14.15 3V Sigma S.p.A.
 - 14.15.1 Key Facts
 - 14.15.2 Business Description
 - 14.15.3 Products and Services
 - 14.15.4 Financial Overview

14.15.5 SWOT Analysis

14.15.6 Key Developments

15. APPENDIX

15.1 About Us

List Of Tables

LIST OF TABLES

- Table 1. North America Cosmetic Polymer Ingredients Market Segmentation
- Table 2. List of Vendors
- Table 3. North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)
- Table 4. North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Table 5. North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Type
- Table 6. North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Type
- Table 7. North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Category
- Table 8. North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Function
- Table 9. North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Application
- Table 10. North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Country
- Table 11. North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Country
- Table 12. United States: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Type
- Table 13. United States: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Type
- Table 14. United States: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Category
- Table 15. United States: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Function
- Table 16. United States: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Application
- Table 17. Canada: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Type
- Table 18. Canada: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Type
- Table 19. Canada: North America Cosmetic Polymer Ingredients Market - Revenue and

Forecast, 2021-2031 (US\$ Million) - by Category

Table 20. Canada: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Function

Table 21. Canada: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Application

Table 22. Mexico: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Type

Table 23. Mexico: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Type

Table 24. Mexico: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Category

Table 25. Mexico: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Function

Table 26. Mexico: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Application

List Of Figures

LIST OF FIGURES

- Figure 1. North America Cosmetic Polymer Ingredients Market Segmentation - Country
- Figure 2. Ecosystem Analysis: North America Cosmetic Polymer Ingredients Market
- Figure 3. North America Cosmetic Polymer Ingredients Market - Porter's Five Forces Analysis
- Figure 4. North America Cosmetic Polymer Ingredients Market Impact Analysis of Drivers and Restraints
- Figure 5. North America Cosmetic Polymer Ingredients Market Volume (Kilo Tons), 2021-2031
- Figure 6. North America Cosmetic Polymer Ingredients Market Revenue (US\$ Million), 2023-2031
- Figure 7. North America Cosmetic Polymer Ingredients Market Share (%) - Type, 2023 and 2031
- Figure 8. Polyethylene Glycol: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)
- Figure 9. Polyethylene Glycol: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 10. Acrylic Acid-Based: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)
- Figure 11. Acrylic Acid-Based: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 12. Vinyl Acetate: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)
- Figure 13. Vinyl Acetate: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 14. Silicone: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)
- Figure 15. Silicone: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 16. Cellulose: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)
- Figure 17. Cellulose: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 18. Collagen: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)
- Figure 19. Collagen: North America Cosmetic Polymer Ingredients Market - Revenue

and Forecast, 2021-2031 (US\$ Million)

Figure 20. Pectin: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)

Figure 21. Pectin: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 22. Xanthan Gum: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)

Figure 23. Xanthan Gum: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 24. Chitosan: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)

Figure 25. Chitosan: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 26. Others: North America Cosmetic Polymer Ingredients Market - Volume and Forecast, 2021-2031 (Kilo Tons)

Figure 27. Others: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 28. North America Cosmetic Polymer Ingredients Market Share (%) - Category, 2023 and 2031

Figure 29. Natural: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 30. Synthetic: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 31. Semi-Synthetic: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 32. North America Cosmetic Polymer Ingredients Market Share (%) - Function, 2023 and 2031

Figure 33. Rheology Modifier: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 34. Stabilizers: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 35. Emulsifiers: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 36. Film Formers: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 37. Conditioning: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 38. Others: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 39. North America Cosmetic Polymer Ingredients Market Share (%) - Application, 2023 and 2031

Figure 40. Skincare: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 41. Hair Care: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 42. Makeup: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 43. Others: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 44. North America Cosmetic Polymer Ingredients Market Breakdown by Key Countries, 2023 and 2031 (%)

Figure 45. United States: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 46. Canada: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 47. Mexico: North America Cosmetic Polymer Ingredients Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 48. Heat Map Analysis by Key Players

Figure 49. Company Positioning and Concentration

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